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## THE EFFECT OF BRAND IMAGE AND SERVICE QUALITY ON GARUDA INDONESIA TICKETS PURCHASE DECISIONS

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**Abstract:** The study aims to find out the connection between brand image and service quality on ticket purchasing selections on Garuda Indonesia airlines. The population in this study were users of Garuda Indonesia airline services. This study used a random sampling technique to collect data through questionnaires distributed to 100 Garuda Indonesia customers. The approach used in these studies was quantitative with a multiple linear regression method using the Statistical Package for the Social Sciences (SPSS) program. Data were analyzed using validity test, reliability test, normality test, multiple regression analysis, coefficient of determination test (R<sup>2</sup>), t-test, and F test. Positive and significant effect on purchasing decisions, with the conclusions obtained showing that brand image and service quality have a positive and significant impact on purchasing decisions. It is confirmed that 32,3% of the purchasing decision variables may be explained by the brand image and service quality variables.

**Keywords:** *Brand Image, Service Quality, Purchase Decision*

### Introduction

The Indonesian aviation industry is a growing industry and has competitive advantage. This competitive advantage is experienced not only by domestic airlines but also by international airlines. Moreover, many Indonesian airlines currently have brand images and service quality that can satisfy passengers to capture more market share in the community.

The market competition nowadays is getting more challenging. It takes more than just a quality product to win the market competition. One of the factors the public considers to choose an airline is a good brand image. It has shown that a good brand image could affect public trust. Therefore, Garuda Indonesia continues to strive to build a good image in the eyes of the public so that the public can trust it.

Other factor that can influence purchasing decisions is the company's service quality. Service quality in the transportation business is one of the

ideas often used in assessing the services provided to consumers. It marks that only airlines with the best service quality will be used by the public. Service is an appearance of performance, intangible and quick lost, more can be felt than owned, and customers are more able to take part actively in the process of consuming those services (Kotler & Armstrong, 2001).

Garuda Indonesia already has a good brand image among the Indonesian people, where Garuda Indonesia can be said as one of the airlines that is a significant pioneer in the world of aviation with high-security achievements and guarantees for passenger safety as well as high service quality and is continually improved from time to time. In the international arena, Garuda Indonesia has become one of the airlines that is not less competitive with other international airlines. Garuda Indonesia tries to adopt Indonesian culture in every flight service to provide a unique element in its services.

## **Brand Image**

Image is a supporting component for a brand, where it represents the quality of a product. A positive consumer image of a brand is more likely to allow consumers to buy the product.

According to (Tjiptono, 2005) brand image or brand description describes consumer associations and beliefs about specific brands. It can also be said that the image of the brand is related to attitudes in the form of beliefs and options for a brand.

Therefore, in this concept, the consumer's perception becomes more important than the actual situation.

According to (Phillip & Keller, 2016) the dimensions of brand image are as follows:

### **1. Brand Identity**

Brand identity is a physical identity related to the brand or product. Consumers can effortlessly recognize and distinguish it from different brands or products, such as logos, colors, packaging, location, a corporate identity that covers it, slogans, and others.

## 2. Brand Personality

Brand personality is the different character of a brand that forms a selected personality like humans so that the consumer audience can effortlessly distinguish it from different brands in the same category, for example, the person is firm, rigid, authoritative, noble, or smiling, warm, loving, social, or dynamic, creative, independent, and so on.

## 3. Brand Association

Brand associations are unique matters which can be suitable or permanently associated with a brand. It can arise from a unique offering of a product, repetitive and consistent activities, for example, in terms of sponsorship or social responsibility activities, powerful problems related to the brand or person.

The indicators of brand image according to (Rizqillah & Kurniawan, 2019) there are 3 brand image indicators: Company Image, User Image, and Product Image.

## Service Quality

Good or bad, the quality of service depends on the ability of the organization and its staff to fulfill customer expectations consistently. Quality has many meanings and definitions because everyone has a different meaning.

Quality, if appropriately managed, can contribute positively to the realization of satisfaction. If the service acquired or perceived is as expected, the service quality is perceived as good and satisfactory. Conversely, if the service acquired is decrease than expected, the service quality is perceived as incorrect or does not follow customer expectations.

Service quality is how good the level of service provided by a company is to be able to fulfill a consumer's desire or expectation (Amrullah et al., 2016).

The dimensions of service quality, according to Zeithaml, Parasuraman, and Berry (1985) (1985) in (Phillip & Keller, 2016), are:

1. Responsiveness is the willingness of service providers to help customers and offer fast service.

2. Reliability is the ability to provide the promised service that is reliable and accurate.
3. Assurance is the knowledge and respect of employees and their capacity to convey trust and confidence in offering services to consumers.
4. Tangibility are objects that can be seen physically and touched. It is tangible evidence of the services provided by service providers, namely physical facilities (buildings, interiors), technological facilities, and the appearance of employees.
5. Empathy is caring and giving attention to consumers individually by listening to their problems and complaints.

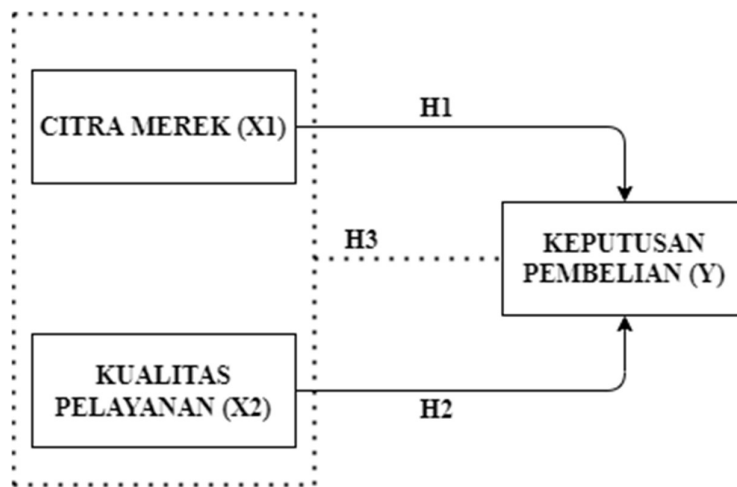
The indicators of service quality, according to (Sulastiyono, 2011) used are: Tangibility, Reliability, Responsiviness, Assurance, and Empathy.

## **Purchase Decisions**

The purchase decision is one of the main actions of consumer behavior. Consumer behavior is an action that is directly involved in the effort to obtain, determine products and services, including the decision-making process. A buying decision-making process includes determining what to buy or not. The decision was obtained from previous activities.

According to (Kotler, 2005) "The purchase decision is a step where the customer already has the option and is ready to make a purchase or transition between money and a promise to pay with the right to own or use an item or service". Therefore, according to (Gifani & Syahputra, 2017) the structure of purchases made by consumers are as follows: Product choice, Brand choice, Channel selection, Time of purchase, and Payment method.

According to (Rizqillah & Kurniawan, 2019) there are four indicators of purchasing decisions, namely: Identification of needs, Exploring product information, Making purchases, and Behavior after purchase.

**Hypothesis****Picture 1. Framework of mind**

*Source: Researchers, 2021*

Based on the theoretical basis and framework that has been described, the hypotheses set out in this research are:

H1: Brand image has a significant effect on the decision to purchase Garuda Indonesia tickets.

H2: Service quality has a significant effect on the decision to purchase Garuda Indonesia tickets.

H3: Brand image and service quality have a significant effect on Garuda Indonesia ticket purchasing decisions.

**Method**

The type of research used was quantitative research. (Sugiyono, 2010) said that quantitative research methods are used to observe specific populations or samples, the sampling technique is done by purposive sampling technique, data collection uses research instruments, data analysis is quantitative/statistical to check predetermined hypotheses with SPSS. Data were analyzed using validity test, reliability test, normality test, multiple regression analysis, coefficient of determination test ( $R^2$ ), t-test, and F test.

### **Population**

According to (Sugiyono, 2010) population is a generalization area consisting of objects/subjects with specific qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study were passengers of Garuda Indonesia.

### **Sample**

According to (Sugiyono, 2010:116) sample is a part of the quantity and characteristics possessed by the population. If the population is large, and the researchers cannot observe everything, for example, because of the limited funds, human resources, and time, the researchers can use samples taken from that population. The sample size in this study used a random sampling method of 100 respondents.

### **Discussion and Result**

This data analysis aims to determine the effect of Brand Image (X1), Service Quality (X2), on the Purchase Decision (Y) of Garuda Indonesia tickets. From a total of 100 respondents, the percentage of gender is 54% male and 46% female, age percentage is 18% 17-20 years, 59% 21-30 years, 14% 31-40 years, 6% 41 -50 years, and 3% >50 years, the percentage of employment is 51% students, 24% civil servants/private, 17% self-employed, and 8% others. The results of the data analysis will be used to prove three hypotheses using the validity test method, reliability test, with classical assumptions which include normality test (kolmogrov-Smirnov, multicollinearity), heteroscedasticity test (scatterplot), followed by multiple linear regression analysis, test coefficient of determination, "F" test (simultaneous), and "t" test (partial).

## The Validity Test

**Table 1. The Output of Data Processing Validity Test**

Variable	Statement	r Count	r Table	Description
Brand Image (X1)	X1.1	0,570	0.279	VALID
	X1.2	0,607		VALID
	X1.3	0,644		VALID
	X1.4	0,517		VALID
	X1.5	0,523		VALID
Service Quality (X2)	X2.1	0,722	0,279	VALID
	X2.2	0,652		VALID
	X2.3	0,666		VALID
	X2.4	0,753		VALID
	X2.5	0,755		VALID
Purchase Decision (Y)	Y.1	0,670	0,279	VALID
	Y.2	0,623		VALID
	Y.3	0,752		VALID
	Y.4	0,674		VALID
	Y.5	0,647		VALID
	Y.6	0,601		VALID

Source: The output of data processing, 2021

## Reliability Test

**Table 2. The Output of Data Processing Reliability Test**

NO	Variable	Cronbach's alpha	Description
1	Brand Image (X1)	0,630	Reliable
2	Service Quality (X2)	0,756	Reliable
3	Purchase Decision (Y)	0,702	Reliable

Source : The output of data processing , 2021

From the above data processing results, it can be said that the data in this study is reliable because each variable, namely brand image, service quality, and purchasing decisions, gets Alpha Cronbach's  $> 0,60$ .

## The Normality Test

**Table 3. The Output of Data Processing Normality Test**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.32268487
Most Extreme Differences	Absolute	.063
	Positive	.034
	Negative	-.063
Test Statistic		.063
Asymp. Sig.		.200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source : The output of data processing, 2021

The normality test results in table 6 shows that this study has a normal distribution of data. It is indicated by Kolmogorof-Smirnof table number which is 0,200 of Asymp value. Sig > 0,05.

**The Multicollinearity Test**

**Table 4. The Output of Data Processing Multicollinearity Test**

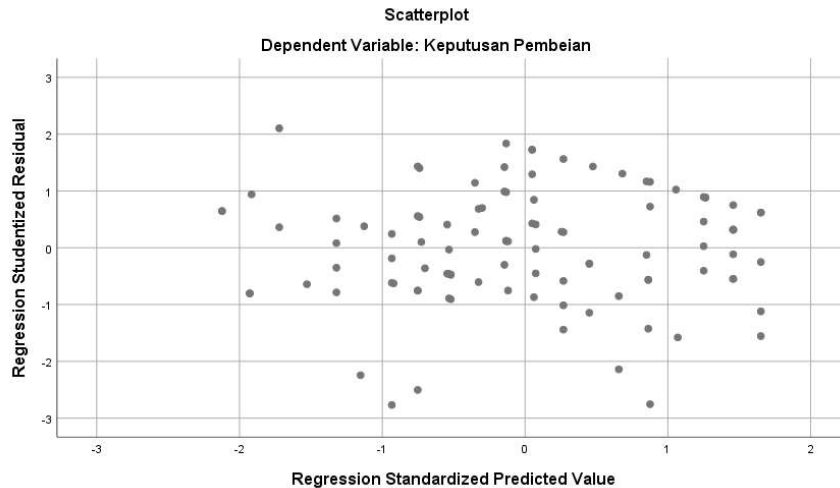
Model	Collinearity Statistics	
	Tolerance	VIF
1	(Constant)	
	Brand Image	0.976
	Service Quality	0.976

a. Dependent Variable: **Purchase Decision**

Source : The output of data processing, 2021

Based on the results from table 7 shows that there are no symptoms of multicollinearity. Based on the results from table 7, there are no symptoms of multicollinearity  $0,976 > 0,10$  and the service quality Tolerance value  $0,976 > 0,10$ . While the value of the brand image VIF is  $1,024 < 10$  and the VIF value of service quality is  $1,024 < 10$ .

**The Heteroscedasticity Test**



**Picture 2. Heteroscedasticity Test**

Source: The output of data processing, 2021

Heteroscedasticity test results with a pattern formed from a scatter plot diagram that is spread and does not make a particular pattern. It can be concluded that this study is free from heteroscedasticity symptoms.



**Multiple Linear Regression Test**

**Table 5. The Output of Multiple Linear Regression**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	4.751	3.345		1.420	0.159
	Brand Image	0.642	0.111	0.490	5.792	0.000
	Service Quality	0.311	0.119	0.222	2.624	0.010

a. Dependent Variable: **Purchase Decision**

Source: The output of data processing , 2021

From the table above, the multiple linear regression equation can be formulated as: **Y = 4,751 + 0,642 (X1) + 0,311 (X2)**. Based on the description of the multiple linear equations above, the interpretation of the results of the equation is as follow:

1. The constant value is 4,751 if the dependent variable or purchase decision (Y) is 5,704.
2. Brand Image regression coefficient has a contribution of 0,642 to Purchase Decision. If the Brand Image variable increases by 1 unit variable, it will affect the Purchase Decision by 0,642.
3. Service Quality Regression Coefficient has a contribution of 0,311 to the Purchasing Decision variable. If the Service Quality variable has increased by 1 unit variable, it will affect the Purchase Decision by 0,311.

**Coefficient of Determination Test (R<sup>2</sup>)**

**Table 6. The Output of Coefficient of Determination Test (R<sup>2</sup>)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.568 <sup>a</sup>	.323	.309	2.347

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

Source: The output of data processing , 2021

Based on the R<sup>2</sup> test, the value of the coefficient of determination (R<sup>2</sup>) is 0,323. This means 32,3% of the variables of Customer Loyalty can be explained by the Service Quality and Customer Satisfaction variables in comparison 67,7% is explained by other factors outside the regression model analyzed in this study.

## t-Test

**Table 7. The Output of t-Test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	4.751	3.345		1.420	0.159
	Brand Image	0.642	0.111	0.490	5.792	0.000
	Service Quality	0.311	0.119	0.222	2.624	0.010

a. Dependent Variable: **Purchase Decision**

Source : The output of data processing, 2021

Based on the table above, it can be concluded that every independent variable is as follows:

1. The significant value of the Brand Image (X1) is  $0,000 < 0,05$  and the t-count value is  $5,792 > t$  table 1,660. From this description, we can conclude that the Brand Image variable (X1) significantly affects the purchasing decision variable (y).
2. The significant value of the Service Quality variable (X2) is  $0,010 < 0,05$  and the t-count value is  $2,624 > t$  table 1,660. From this description, it can be concluded that the Service Quality variable (X2) has a significant effect on the purchasing decision variable (y).

## F-Test

**3. Table 8. The Output of F-Test**

ANOVA <sup>a</sup>						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	254.418	2	127.209	23.103	0.000 <sup>b</sup>
	Residual	534.092	97	5.506		
	Total	788.510	99			

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

Source : The output of data processing, 2021

From the table above, it can be seen that the significance value for the influence of Brand Image (X1) and Service Quality (X2) on Purchase Decisions (Y) is  $0,000 < 0,05$ , and F count  $23,103 > F$  table value  $(2;97) = 3,09$ . It is proven that  $H_03$  is rejected and  $H_a3$  is accepted. It means that there is a significant influence of Brand Image (X1) and Service Quality (X2) on Purchase Decision (Y).

## Conclusion

Based on the results of the research conducted, it can be concluded that:

1. Brand Image (X1), which consists of indicators of company image, user image, and product image, has a positive and significant effect on Purchase Decision (Y). It is evidenced by the t-test of the Brand Image variable on Purchase Decisions showing a t-count of 5,792 with a significant value of 0,000, which is smaller than 0,05. This positive influence means that the Brand Image (X1) of the company is getting better, the higher the Purchase Decision (Y).
2. Service Quality (X2) which consists of indicators of responsiveness, reliability, assurance, tangibility, and empathy, has a positive and significant effect on Purchase Decisions (Y). It is evidenced by the t-test of the Service Quality variable on Purchase Decisions showing t count of 2,624 with a significant value of 0,010, which is smaller than 0,05. This positive influence means that the Quality of Service (X2) provided is getting better, the higher the Purchase Decision (Y).
3. Brand Image (X1) and Service Quality (X2) simultaneously have a positive and significant impact on Purchase Decision (Y). It is evidenced by the F count of 23,103 with a significant value of 0,000, lower than 0,05. Based on these data, it means that the Brand Image (X1) and Service Quality (X2) provided are getting better, the higher the Purchase Decision (Y) for Garuda Indonesia tickets.

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