

THE INFLUENCE OF PROMOTION AND BRAND IMAGE TOWARDS LION AIR'S CUSTOMER'S PURCHASE INTEREST ON PERIOD 2022

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Abstract: This research is intended to identify the relation between brand image and promotion towards customer's interest in purchasing tickets specifically on Lion Air, an airlines brand. The population that we collect our information from were users of Lion Air's services. This research was followed with a questionnaire to gather our samples. This research used a quantitative approach with a multiple linear regression method through the Statistical Package for the Social Sciences (SPSS) program. The data obtained are then processed and analyzed by testing validity, reliability testing, multiple regression analysis, coefficient of determination (R²) test, t-test and f-test. Based on this study, we can conclude that brand promotion and image has a positive impact on customers' interest in buying Air Asia air tickets. The percentage of brand image and promotion variables for purchase interest is 76%.

Keywords: Purchase Interest, Brand Image, Promotion, Customer's purchase interest,

1. Introduction

The impact of COVID 19 pandemic caused a lot of collision in a bunch of economical sectors, the pandemic also managed to damage the aviation sector in Indonesia. A lot of airlines put a limitation on their flight schedules also the seat space between their passengers during flight, this limitation also known as in flight social distancing. Those limitations mentioned also caused several impact towards the sales of the airlines, which caused to decrease the number of sales the airlines could sell. A lot passengers

filed a ticket refund due to the number of flights that are cancelled because of the pandemic.

In Indonesia there are various brands of ongoing airlines that are active one of them is the Lion Air group.

Lion Air is low cost carrier that operated ever since June in the year 2000. Lion Air offer both domestic and international route that connect both Indonesia itself and several foreign lands such as Singapore, Philippines, Malaysia, Australia, India, Japan and Arab Saudi. With their slogan “We Make People Fly” Lion Air group managed to became the one of the largest Boeing’s customer. Lion air itself became the biggest private airlines brand in Indonesia yet also managed to hit the title of the second biggest low cost carrier flight in the South East Asia.(Abdurrahman et al., 2021)

On this research, the authors will tend to focus on the Lion Air group about how the airlines create the interest of their customers to make a flight with the airlines, how the airlines took care of their brand image also how the airlines creates interesting and creative promotion after the pandemic of COVID-19. This research was made for future potential customers that are still unsure to take a flight with this brand.(Sencani et al., 2021)

2. Literature Review

2.1 Promotion

On Senggetang, L. Mandey, et al.(2019) Tjiptono described promotion as an activity of marketing to increase an awareness of an information, to influence and persuade also reminding target marketers for their company and their products so people could accept, buy and stay loyal towards the product that the company offers.

Kotler & Keller (2009) in Raynaldy Gilbert Perdana (2022) on customer's decision on purchasing is a very important idea on deciding the position of a company. An organisation could be said exists if the consumer's stimulus chose to shop products from a market that have positive response from the market itself. Consumer will create a preference towards a brand that exists on personal collective and consumer will create an interest to shop brands that they want the most and creating a decision in sales.

Next according to Ginting in Senggetang, Mandey, et al. (2019) promotion is all existing activity of a company that needs to be done in order to persuade a consumer to buy their products.

According to Kotler and Keller on Senggetang, L. Mandey, et al.(2019) here are some indicators for promotion :

- a) Promotion frequency is a total of sales promotion that was done in a scale of time line through a sales promotion media
- b) The quality of a promotion is a benchmark for how good a sales promotion was done.
- c) The quantity of a promotion is the value or total of sales promotion that was given to the customer
- d) Promotion time is a period of time of how long is a promotion going that was being set by the company
- e) The accuracy for promotion target is a factor that needs to be counted on in order to achieve the target that was being set by the company

2.2 Brand Image

Is a view of the collection of information received by customers. According to Kotler (2013) the one who interprets are the customers and the

things that what are being interpreted is an information. The information of a brand's image can be seen through their logo or symbol that represents the airline as a brand. Where this logo didn't became just a symbol to differ one brand from another but also as an identity this brand holds. Other than logo, advertisements also hold an important role in the creation of forming a brand's image. Through the use of advertisements potential consumer could see and have a vision for themselves of what the brand could offer to them. Built brand image could be used as an identity and a reflection towards the brand's vision, service or their quality as a whole brand.

Other than that brand awareness also have an important role on creating purchase decision making. Aaker on Arianty & Ari (2021) explained that the ability that comes from consumers by allowing these consumers to remember or recognize a certain product falls into the category of a product.

According Sriyanto on Budiono (2020) brand image is a compilation of interesting pictures and messages that could inspire and influence a net of customer's social outlook to create an interest and love those social net and increasing the range of the social net

According to Aaker and Bisel (2009) on Susantio & Ayu Candraningrum (2019) The following is the formation of a brand image:

- a) Corporate image is a group of associated perception that was being made by the customers towards a company that offers a product or a service. Includes : popularity, credibility, company networks also the user.
- b) Product image is a compilation of an associated perspective that was

born out of the customers thoughts towards a product or a service.

Includes : product attribute and benefit.

- c) User image is a compilation of associated consumer's perspective towards another user that uses a service or product. Includes : the user themselves and their social status.

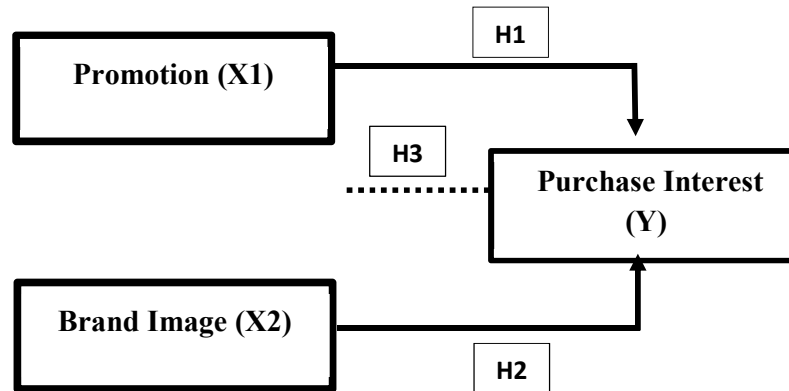
2.3 Purchase Interest

According to Mujiono on Senggetang, L. Mandey, et al. (2019) purchase interest is a psychological activity that was born because of an affection and cognitive thoughts towards a product or service they hope for. Purchase Decision It is a decision that consumers make in dealing with problems by using and utilizing all kinds of information that is known and then judging from the various alternatives that can be chosen (Kotler & Keller, 2016). Purchasing decisions are obtained if consumers know the problem, have information about the brand or product and analyze every possibility to get a solution and lead to a decision Sutiya et al. (2020)

According Ferdinand on Susantio & Ayu Candraningrum (2019) purchase interest could be identified through several indicators such as:

- a) Transactional means, the tendency of someone who wants to buy a product
- b) Thoughts through reference, the tendency of someone that will reference a product to someone else
- c) Explorative thoughts, this state of mind describes a behavior of someone who tends to seek information of a product they're interested at and will look for the positive traits of those products.

2.4 Hypotheses



Picture 1. Hypotheses Architecture

Source: Researchers, 2022

- **H1** : The assumption is that promotion is both positively and significantly impactful towards Lion Air's customer purchase interest
- **H2** : The assumption is that brand image is impactful both positively and significantly towards Lion Air's purchase interest.
- **H3** : The assumption is that both promotion and brand image is impactful towards customer's purchase positive and significantly

Method

The method that was used on this research was descriptive quantitative analysis. In creating a conclusion, this study uses quantitative data based on concrete data and measured using statistics (Sugiyono, 2016).

Measurement of how much influence the dependent variables and independent variables are carried out in order to obtain regression analysis. It says simple linear regression when there is one dependent and

independent variable (Juliandi et al, 2014).

On the other hand, Whereas multiple linear regression models involve more than one dependent or independent variable so that it can determine the direction and influence on these variables (Ghozali, 2018).

Population

Population is an area generalization that stands of an object or subject that have their own traits to be needed and set by the researchers for them to be analyzed and take conclusions from. The population on this research are the customers of Lion Air

Sample

The sample is one of the characteristics and values of a population that has been determined by the researcher himself. Researchers couldn't research or learn everything that contains on the sample because of the shortage of time, energy and fund. As for there is a sample collecting technique that was being used by researchers is called the simple random sampling, that itself is a process of collecting samples from sample members randomly without paying attention to the level that exists on the population itself. The sample used on this research is a respondent in the number of 100 (Sugiyono, 2016)

Questionnaire

The data that contained in this research is obtained through spreading questionnaire, the researchers themselves came down to the field to get the data from the associated party the data obtained is called a primary data.

The questionnaire was given directly to the respondent who was already part of the sample, the questionnaire given to the respondent contained several

questions that needed to be answered by the respondent in order to determine the influence of brand image and promotion on the purchase interest of Lion Air customers.

Discussion and Result

The Validity Test

Table 1. Data Processing Validity Test Results

Variable	Statement	r Count	r Table	Description
Promotion (X1)	X1.1	0,728	0,165	Valid
	X1.2	0,700		Valid
	X1.3	0,666		Valid
	X1.4	0,715		Valid
	X1.5	0,687		Valid
	X1.6	0,779		Valid
	X1.7	0,699		Valid
	X1.8	0,746		Valid
Brand Image (X2)	X2.1	0,635	0,165	Valid
	X2.2	0,514		Valid
	X2.3	0,623		Valid
	X2.4	0,568		Valid
	X2.5	0,805		Valid
	X2.6	0,664		Valid
	X2.7	0,718		Valid
	X2.8	0,441		Valid
	X2.9	0,590		Valid
	X2.10	0,703		Valid
	Y.1	0,769		Valid
	Y.2	0,800		Valid
	Y.3	0,798		Valid
	Y.4	0,841		Valid

Purchasing Interest (Y)	Y.5	0,797	0,165	Valid
	Y.6	0,807		Valid
	Y.7	0,694		Valid
	Y.8	0,609		Valid
	Y.9	0,700		Valid
	Y.10	0,824		Valid

Source: The result of data processing, 2022

Reliability Test

Table 2. Data Processing Reliability Test Results

No.	Variable	Cronbach's alpha	Description
1	Promotion (X1)	0,860	Reliable
2	Brand Image (X2)	0,823	Reliable
3	Purchasing Interest (Y)	0, 921	Reliable

Source : The result of data processing , 2022

It can be seen in table 2 that the test result data can be used in this study, this is due to the results of each variable brand image, promotion and purchasing interest with Alpha Cronbach's > 0.60

Multiple Linear Regression Test

Table 3. The Result of Multiple Linear Regression

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.
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		B	Std. Error	Beta		
1	(Constant)	-7.620	2.742		-2.779	.007
	Promotion (X1)	.330	.095	.234	3.468	.001
	Brand Image (X2)	.905	.088	.696	10.318	.000

a. Purchase Interest (Y) is Dependent Variable

Source: The result of data processing, 2022

In table 3, the formula of the multiple linear regression equation is as follows:

$$Y = -7,620 + 0,330 (X1) + 0,905 (X2)$$

An explanation of the formula of multiple linear equations can be seen below:

1. If the purchase interest or dependent variable (Y) is -7,620 then the constant value is -7,620
2. The regression coefficient of promotion from purchase interest amounted to 0.330. As for what affects the purchase interest of 0.330, that is, if the promotion variable increases by 1 unit variable.
3. The contribution of the Brand Image Regression Coefficient from Internet Purchasing was 0.311. the influence on the change in the value of the Purchase Interest occurs if there is an increase of 1 unit of the variable so that the effect is 0.905.

Coefficient of Determination Test (R^2)

Table 6. The Result of R^2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.872 ^a	.760	.755	3.31061

- | |
|---|
| a. Predictors: (Constant), Brand Image (X2), Promotion (X1) |
| b. Purchase Interest (Y) is Dependent Variable |

Source: The result of data processing , 2022

The value of the coefficient of determination of the R2 test is 0.760 or 76%. This percentage was obtained based on the variables of Brand Image and Promotion, while other factors in this study were outside the regression model used as a comparison, which was 24%.

T-Test (Partial)

Table 7. The Result of t-Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.326	3.355		2.183	.031
	Promotion (X1)	.994	.101	.705	9.850	.000

a. Purchase Interest (Y) is Dependent Variable

Source : The result of data processing, 2022

Table 8. The Result of t-Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5.134	2.792		-1.839	.069
	Brand Image (X2)	1.110	.068	.855	16.308	.000

a. Purchase Interest (Y) is Dependent Variable
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Source : The result of data processing, 2022

On Table 7 and 8. The Result of t-Test, here's an explanation of each independent variable:

1. A value of $0.000 < 0.10$ is a significant value (X1), a value of $9,850 > t$ -Table 1,290 is a tcount value. The value can affect (Y).
2. The value of $0.000 < 0.10$ is the value (X2), the value of t-table is 1.290 and the t-count value is 16.308. So that variable Y is affected by X2.

F-Test**Table 9. The Result of F-Test**

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3374.706	2	1687.353	153.953	.000 ^b
	Residual	1063.134	97	10.960		
	Total	4437.840	99			
a. Purchase Interest (Y) is Dependent Variable						
b. Predictors: (Constant), X2, X1						

Source : The result of data processing, 2022

In table 9, it is proved using the ANOVA formula that the hypothesis was successfully accepted with a significant value of $(0.000 < 0.10)$. then it can

be concluded that customer purchase interests are influenced by Brand Image and Promotion.

Based on the results obtained, the F-table value was 2.36 and the F-count was 153,953. The F-table value is obtained using the formula df (freedom level) which is $df1 = k - 1$ and $df2 = n - k$.

Information :

n = the number of observations in the data period

k = number of variables (dependent and not attached)

Based on the value of $df1$ which is $3 - 1 = 2$ and $df2$ which is $100 - 3 = 97$, a confidence level of 0.10 can be taken or with a percentage of 10%. The F-table value is 2.36. Thus that the F-count value $>$ the F-table or $153,953 > 2.36$ with a significant value level of 0.000 or below 0.10. In this test, testing is carried out simultaneously by obtaining an influential effect on Customer Purchase Interest.

Conclusion

Based on the following research we could conclude that:

1. A significant and positive influence on purchase interest (Y) is obtained from the Promotion factor (X1) which consists of the frequency of promotions, the quantity of promotions, the quality of promotions, the accuracy of time and time promotions. The following are the results of the Purchase Interest test obtained from the promotion variables that can be in the t-test with a t-count of 9,850 and a significant value of 0,000 or less than 10%. This influence shows that the company's X1 is getting better and the value of Y is increasing.
2. Brand image (X2) that contains the indicators of corporate image, product image and user image have a positive influence towards customer's

purchase interest (Y). The test was carried out through a t-test with a value of 16,308 and a significant value of less than 10% or 0.000 so that the influence on the Brand Image is the higher the Y value and the better.

3. The value of Y is influenced by the values of X1 and X2 which have a positive and significant influence by the evidence of the F-count value of 153,953 and a significant value of less than 0.010 or a number of 0.000. The conclusion obtained is that the X1 and X2 values have an effect and the better and higher with the Y value for Lion Air tickets.

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