

The Influence of Brand Image and Digital Marketing on Consumer Purchasing Decisions for Citilink Indonesia Airlines on Domestic Routes in The New Normal Era

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Abstract: The researchers did the research aims to study the effect of brand image and digital marketing on consumer purchasing decisions for Citilink Indonesia airlines on domestic route in the new normal era. The sample was by using nonprobability sampling. The samples are 100 respondents chosen by at some specified criteria. This research used questionnaires as a technique for collecting data. Once the data was collected, used regression analyze using SPSS.25 to analyze it. And results of this study show that, from the results of the t-test, it was known that for independent variables, that was, the brand image significantly affects consumer purchasing decisions, and the digital marketing significantly affects consumer purchasing decisions. From the f-test results, the dependent variables, namely consumer purchasing decisions, the brand image, and digital marketing, simultaneously significantly influence consumer purchasing decisions for Citilink Indonesia airlines on domestic route in the new normal era.

Keywords: *The Brand Image, The Digital Marketing, Consumer Purchasing Decisions.*

INTRODUCTION

The new normal era is a new era after the pandemic period which is marked by the restoration of all aspects of human life, especially in the aviation industry. Tight competition began to emerge in the new normal period because airlines were competing to increase people's demand for travel. Many factors influence people to choose an airline as their choice.

Consumer buying decisions can not be made without the right strategy and a mature process. Likewise, in the case of consumers deciding to purchase low-cost carrier flight services on domestic routes. There are several strategies needed to create consumer purchasing decisions, some of which are related to this research, namely, brand image and *digital marketing*. (Mewoh et al., 2019)

Based on the *Indonesia National Air Carriers Association* (INACA) Annual Report for the period 2020–2021, and statistical data from the Indonesian Ministry of Transportation, the following is data on passenger traffic on domestic routes operated by Citilink Indonesia and its competitors. It can be seen that Citilink Indonesia has been increased in percentage of passengers by 38.8% on domestic routes in 2021 which is the Citilink Indonesia has the highest percentage increased on domestic route in 2021. So based on that we can identify the problem,

1. Is there any influences of The Brand Image partially on Consumer Purchasing Decision for Citilink Indonesia Airlines on domestic routes in The New Normal Era?
2. Is there any influences of The Digital Marketing partially on Consumer Purchasing Decision for Citilink Indonesia Airlines on domestic routes in The New Normal Era?
3. Is there any influences of The Brand Image and The Digital Marketing simultaneously on Consumer Purchasing Decision for Citilink Indonesia Airlines on domestic routes in The New Normal Era?

Based on the problems above, this research was THE INFLUENCE OF BRAND IMAGE AND DIGITAL MARKETING ON CONSUMER PURCHASING DECISIONS FOR CITILINK INDONESIA ON DOMESTIC ROUTES IN THE NEW NORMAL ERA (Samosir et al., 2021)

LITERATURE REVIEW

Brand Image

Based on Kotler (1997: 63), "A brand is a name, term, sign, symbol, or design or designation or a guideline of these things which is intended to provide an identity for goods or services made or provided by a seller or group of sellers and differentiate it from the goods or services provided by competitors" (Supriyadi et al., 2017).

The Brand Image has two dimensions, first is functional and the second is an affective dimension. First dimension has characteristic that is tangible and could be measure. And then, the second dimension is about feeling and manner onto the image of the brand company (Agmeka et al., 2019).

And according to Keller (2013:78), Brand image has three indicators; Brand association strengthness, Brand Favorability, Brand association uniqueness (Wijayanto & Iriani, 2013).

Digital Marketing

Philip and Keller (2012) in the book Wibowo and Priansa (2017:109) state that marketing is the art and science of choosing target markets and achieving, retaining, and acquiring new consumers by creating, delivering, and communicating potential consumer value (Mewoh et al., 2019).

Based on (Kaplan and Haenlein, 2010), digitalization has become the crucial things since several years ago. Digitization is becoming a compelling variable in regulating and changing customer trends, relational connections, business organizations, and public activities. Like several different techniques, promotion has received incredible attention in the business and scientific worlds, as well as in many other fields (Keke, 2022).

There are five indicators of digital marketing namely: Online Communities, Interaction. Sharing of Content, Accessibility, Credibility Describes (Karman, 2015)

Consumer's Purchasing Decisions

Consumer purchase decision making is a process of selecting from several alternatives and solving problems that consumers have. Then consumers can evaluate these various choices and can determine the attitude to be taken next (Ernawati, 2019).

According to Kotler and Armstrong (2012), indicators of purchasing decisions in the Wibowo and Priansa (2017:300) book describe how consumer purchasing decisions for a product include five indicators,

namely: Product Choice, Brand Choice, Dealer Choice, Timing of Purchasing (Mewoh et al., 2019)

Framework

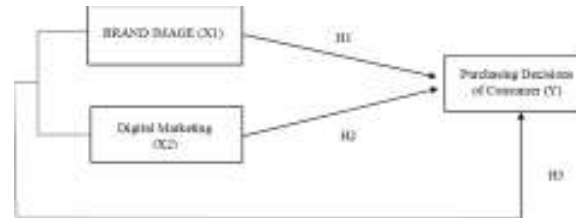


Image 1.1 Framework

Hypothesis

- H1: Partially, The Brand Image has an impact on Consumer Purchasing Decisions on Citilink Indonesia in Domestic Route in Post Pandemic of Covid 19.
- H2: Partially, Digital Marketing has an impact to Consumer Purchasing Decisions on Citilink Indonesia in Domestic Route in Post Pandemic of Covid 19.
- H3: Simultaneously, The Brand Image with Digital Marketing significantly influences the consumer purchasing decisions on Citilink Indonesia in Domestic Route in Post Pandemic of Covid 19.

Research Method

Research Design

The design of this research is using quantitative method. This research distributes questionnaires to collecting data and analyze it with using a help tool called SPSS.25.

Population

Population in this research is the passenger that have ever bought domestic flight ticket Citilink Indonesia in post Pandemic Era. About population in this research 12.946.128 Passengers that have ever bought domestic flight ticket Citilink Indonesia.

Sample

Due to limited funds, manpower and time, the researcher used a sample of 100 respondents from the passenger population which had been calculated using the slovin formula.:

$$n = \frac{N}{1 + Ne^2}$$

Notes :
 n = number of sample
 N = total population
 E = leniency percentage

The following is the calculation of the research sample as follows:

$$n = \frac{12.946.128}{1 + 12.946.128(0.1)^2}$$

$$n = \frac{12.946.128}{1 + 12.946.128(0.01)}$$

$$n = 99.768 = 100$$

Based on the above calculation, the sample size is 100 out of 12,946,128 passengers who use Citilink Indonesia airlines on domestic routes in the new normal era with sample calculations using the slovin formula.

DISCUSSION AND RESULT

Validity Test Results

	Variable	(Rhitung)	Rtabel	Validitas
<i>Source:</i> <i>SPSS.25,</i> <i>2020)</i>	X1.1	0.480	0.197	VALID
	X1.2	0.605	0.197	VALID
	X1.3	0.579	0.197	VALID
	X1.4	0.658	0.197	VALID
	X1.5	0.616	0.197	VALID
Tabell.1 Validity Test	X1.6	0.607	0.197	VALID
	X1.7	0.441	0.197	VALID
	X1.8	0.581	0.197	VALID
	X1.9	0.571	0.197	VALID
	X1.10	0.553	0.197	VALID
	X2.1	0.751	0.197	VALID
	X2.2	0.650	0.197	VALID
	X2.3	0.670	0.197	VALID
	X2.4	0.815	0.197	VALID
	X2.5	0.779	0.197	VALID
X2.6	0.665	0.197	VALID	
X2.7	0.811	0.197	VALID	
X2.8	0.771	0.197	VALID	

X2.9	0.695	0.197	VALID
X2.10	0.803	0.197	VALID
Y.1	0.636	0.197	VALID
Y.2	0.708	0.197	VALID
Y.3	0.695	0.197	VALID
Y.4	0.688	0.197	VALID
Y.5	0.859	0.197	VALID
Y.6	0.728	0.197	VALID
Y.7	0.698	0.197	VALID
Y.8	0.771	0.197	VALID
Y.9	0.695	0.197	VALID
Y.10	0.803	0.197	VALID

Reliability Test Results

Variable	<i>Alpha Cronbach</i>	Kriteria	Keterangan
Brand Image	0,860		<i>Reliabel</i>
Digital Marketing	0,933	0,60	<i>Reliabel</i>
Kepuasan Pelanggan	0,930		<i>Reliabel</i>

Table 1.2. Reliability Test*(Source: SPSS.25, 2020)*

The table above shows, The Brand Image which is called as variable X1 has an Alpha Cronbach value 0,860, Digital Marketing which is called as variable X2 has an Alpha Cronbach value 0,933, and The Consumer Purchasing Decisions which is called variable Y has an Alpha Cronbach value 0,930. And it means all the variable's value is more than 0,60 and it means the variables are reliable.

Normality Test Results

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Citra Merek	Digital Marketing	Keputusan Pembelian
N		100	100	100
Normal Parameters ^{a,b}	Mean	43.92	42.73	43.22
	Std. Deviation	3.215	3.524	3.667
Most Extreme Differences	Absolute	.165	.271	.268
	Positive	.165	.271	.268
	Negative	-.111	-.219	-.190
Test Statistic		.165	.271	.268
Asymp. Sig. (2-tailed)		.000 ^c	.000 ^c	.000 ^c
Exact Sig. (2-tailed)		.008	.000	.000
Point Probability		.000	.000	.000

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Image 2 Normality Test Result

(Source: SPSS.25, 2020)

From the table above, it shows that the distribution all of the variables are normal.

The Results of Multicollinearity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Err.	Beta			Tolerance	VIF
1	(Constant)	2.347	2.792		.844	.401		
	Citra Merek	.294	.068	.288	3.012	.003	.406	2.465
	Digital Marketing	.654	.089	.629	7.352	.000	.406	2.465

a. Dependent Variable: Keputusan Pembelian

Image 3 Multicollinearity Test Result

(Source: SPSS.25, 2020)

The table above shows, The Brand Image and Digital Marketing which is called as independent variables have a tolerance value 0,406 and more than 0,10. And both of them have a VIF value 2,465 and less than 10. And it means, there is no multicollinear happened.

Heteroskedasticities Test Results

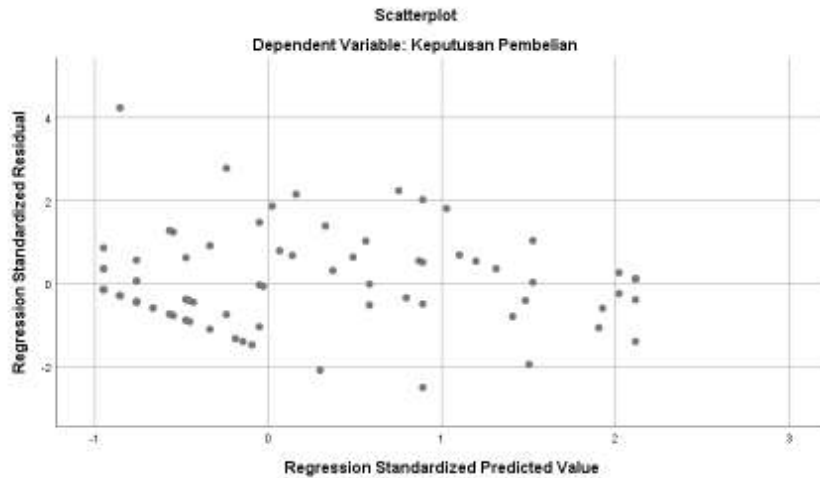


Image 4 Heteroskedasticities Test Results

The image of the Heteroscedasticity test results with a pattern formed from a scatter plot diagram that is spread and does not make a certain pattern, it can be concluded that this study is free from heteroscedasticity symptoms.

Multiple Linear Regression Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	2.347	2.782		.844	.401
	Citra Merek	.294	.098	.258	3.012	.003
	Digital Marketing	.654	.089	.629	7.352	.000

a. Dependent Variable: Keputusan Pembelian

Image 5 Multiple Linear Regression Test Results

(Source: SPSS, 25, 2020)

The table above shows, the value in the multi regression linear constant with 2,347 and it means, both of the independent variables were linearly to 0,401. Besides that, the dependent variable has a constant value with 2,347. And it means the consumer purchasing decisions without the brand image and digital marketing is 2,347. The Regression coefficient of the brand image variable (X1) of 0.294 means that each increase in the brand image by one unit, then consumer

purchasing decisions (Y) increased by 0.294 units or the brand image can explain consumer purchasing decisions.

The regression coefficient of the digital marketing variable (X2) of 0.654 means that each increase in the digital marketing by one unit, the consumer purchasing decisions variable (Y) increases by 0.654 units or the digital marketing can explain consumer purchasing decisions.

The Results of Determination Coefficient (R2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.844 ^a	.712	.706	1.988	1.832

a. Predictors: (Constant), Digital Marketing, Citra Merek

b. Dependent Variable: Keputusan Pembelian

Image 6 Coefficient of Determination Test Results (R2)

(Source: SPSS.25, 2020)

The table above shows, the R Square value is 0,712. And it states the correlation between the brand image and digital marketing has a relationship with consumer purchasing decisions of 71.2%. In benchmarking, the rests are 28.8% and it states it effected by the other factors outside this research.

T-test Result

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.347	2.782		.844	.401
	Citra Merek	.294	.098	.258	3.012	.003
	Digital Marketing	.654	.089	.629	7.352	.000

a. Dependent Variable: Keputusan Pembelian

Image 7T-test Result

(Source: SPSS.25, 2020)

The table above shows,

The brand image has a T Count test results 3.012 less than 1,660 (from the standard of the T Table). Besides that, the Sig value is 0,003 and

less than 0,05 from alpha standard value. It means The Brand Image has a significant influence on consumer purchasing decisions.

T-count of the digital marketing $7,352 > t$ table 1,660 and significant values of $0.000 < 0.05$ (alpha value). It can be concluded that the digital marketing has a significant influence on consumer purchasing decisions.

F-test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	947.751	2	473.875	119.887	.000 ^b
	Residual	383.409	97	3.953		
	Total	1331.160	99			

a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), Digital Marketing, Citra Merek

Image 8 F-test Results

(Source: SPSS.25, 2020)

The Table above shows that the independent variables have a F count test results are 119.887 which is more than 3,09 from the F Table Standard. And both of them have a sig value and it is 0 which is less than 0,05 from the alpha value. We can conclude from the F test that The Brand Image with Digital Marketing are crucially affecting on consumer purchasing decisions.

Conclusion

The Brand Image influences on Consumer Purchasing Decisions

From the test above shows that, The H_0 was rejected, and The H_a was accepted. Because from The Test Table Results, the researchers found a T Value was 3,012 and a Sig was 0,003. And it means more than the T Table Calculation which was 1,660. And the Sig value was less then 0,05 from the alpha value standard calculation. And it can be concluded that The Brand Image partially has a crucial impact on Consumer Purchasing Decisions.

The Digital Marketing influences on Consumer Purchasing Decisions

From the test above shows that, The H_0 was rejected, and The H_a was accepted. Because from The Test Table Results, the researchers found a T Value was 7,352 and a Sig was 0. And it means more than the T Table Calculation which was 1,660. And the Sig value was less than 0,05 from the alpha value standard calculation. And it can be concluded that The Digital Marketing partially has a crucial impact on Consumer Purchasing Decisions.

The Brand Image and Digital Marketing influences on Consumer Purchasing Decisions

From the test above shows that the sig value was 0 and it shows that the magnitude of the f-value was 119.887. Next to the value of the F Table was 3.09. With $0.000 < 0.50$. It can be concluded that H_0 was rejected, and H_a accepted. That indicates that the brand image and digital marketing variables influence consumer purchasing decisions simultaneously.

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