

The Impact of Selling Price and Customer Satisfaction on Garuda Indonesia Airlines Purchase Decision for the Jakarta-Yogyakarta Route in the New Normal Era from January to June 2022

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Abstract: The purpose of this study was to analyze sales prices and customer satisfaction regarding the decision to purchase tickets from Garuda Indonesia. The population of this study is Garuda Indonesia service users. In this study, data was distributed to Garuda Indonesia clients from 100 individuals using random sampling techniques for data collection. The method in this study is quantitative with a linear regression approach using the Statistical Package for Social Sciences (SPSS). Data are analyzed using validity, reliability, normality, regression, determination (r^2), t-tests, and f-tests. Finally, keep in mind that sales price and customer satisfaction greatly impact purchasing decisions. It has been proven that variable selling prices and customer satisfaction can explain 69.7% of variable purchase decisions.

Keywords: *Selling Price, Customer Satisfaction, Purchasing Decision*

Introduction

As time progresses, transportation in Indonesia has become very necessary for everyone. Transportation is the basis of human life. Therefore, the world of aviation is extremely important for the continuity of social life. However, the aviation industry has been experiencing a downturn since 2020 due to the many restrictions imposed by COVID-19. This makes airlines very dependent on consumers.

Garuda Indonesia must adapt to new situations. The current aviation industry has begun to improve, but the selling price is falling. According to Gitosudarmo (2019),

s are amounts used to procure a particular product or service. Price is one of the factors influencing consumer satisfaction, as the price set by the company is a measure of consumer satisfaction.

According to Kotler (2009), Satisfaction is the feeling of joy or disappointment that arises when a product or result is compared to one's expectations. Customers can influence their purchasing decisions by seeing Garuda Indonesia sale prices that they are satisfied with. Therefore, airlines must offer quality service and affordability when making purchasing decisions. According to Tjiptono (2015), the decision to purchase a product is the action a consumer takes to purchase the product in the decision-making process.

Selling Price

According to Kotler (2019:131), the price represents the amount charged for a particular product. Therefore, the theories of relevance related to selling price are the theories of marketing parity, and according to McCarthy's marketing activities (marketing), these include his four categories: (Sehudin, 2014).

- a) Products, quality, features, brands, packaging, services, warranties, and anything else offered to meet the market's needs.
- b) The price is the item's monetary value, including price lists, promotions, payment terms, and credit terms.
- c) Locations related to sales processes related to business activities for ready use or consumption of products or services. In this case, it includes location, mode of transport, and market coverage.
- d) Promotions advertising is part of our communication to convince potential customers of our services.

According to Kotler (2009), he has five price indicators as follows:

Price limits, competitiveness, utility-price correlation, product quality, and pricing period decisions.

According to Kotler (2009), there are five pricing indicators: price limitation, competitiveness, pricing correlation with benefits, pricing of product quality, and setting up price periods (Sumirahwati et al. 2021).

Customer Satisfaction

According to Rambat Lupiyoadi and Ahmad Hamdani (Service Marketing Management, 2006:81), Consumers do not just physically buy a product. (Indrawan and Andrian 2021) They call the product's benefits and value an "offer." Service products excel in reliability, responsiveness, safety, and empathy. According to Marine Plan (1988), Chandra et al. (2018) introduced five customer satisfaction indicators.

- a) Tangible: Appearance of physical facilities, equipment and employees.
- b) Reliability: Ability to perform services consistently and accurately.
- c) Responsiveness: The Ability to inspire trust and security while happily supporting customers.
- d) We are insured: Employee competence, integrity, and the ability to create trust.
- e) Empathy: An individual's level of interest in a customer can be determined by comparing the customer's expectations with their opinion of the service received.

Purchasing Decisions

A purchase decision is choosing between two or more alternatives (Schiffman & Kanuk, 2008). He has three indicators for purchasing decisions (Kotler, 2012). Purchasing consistency, product purchasing habits, and product purchasing speed.

Hypothesis

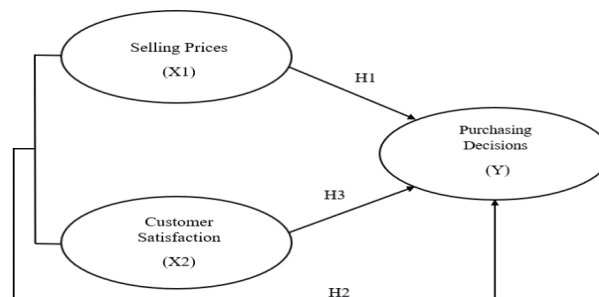


Image 1. Framework

Source: Researchers, 2022

Starting from the rationale and thinking framework described, the hypotheses put forward by this researcher are:

H1: The Selling Price is expected to impact the decision to purchase a Garuda Indonesia ticket substantially.

H2: Customer satisfaction is expected to influence Garuda Indonesia ticket purchasing decisions.

H3: Selling price and customer satisfaction are suspected of substantially affecting Garuda Indonesia ticket purchase decisions.

Method

The type of survey used was a quantitative survey. The tool used in managing results for all respondents is SPSS version 26, which speeds up and improves data processing for the survey.

Population

The population used in this study is consumers who flew with Garuda Indonesia to Soekarno-Hatta Airport from January to June.

Sample

The sample size for this survey was determined by random sampling of 100 respondents.

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

$$n = \frac{48.958}{1 + 48.958(0.1)^2}$$

$$n = \frac{48.958}{1 + 48.958(0.01)}$$

$$n = 99.79 = 100$$

Discussion and Result

The objective of this data study is to assess the effects of Selling Prices (x1), Customer Satisfaction (x2), and the Purchasing Decision (y) of Garuda Indonesia's tickets. Of the 100 overall respondents, there is a percentage of sex of 56% of men and 44% of females; age percentages of 76% of 19–24,

9% of 25–30 years, 2% of 31–36 years, 1% of 37–42 years, and 12% >43 years; work percentages amount to 66% of students, 17% of private employees, 9% of entrepreneurs, and 8% of civil servants. The data analysis results will be used to prove hypotheses one through three using a traditional application of normality (Kolmogorov-Smirnov, multicollinearity), a heteroskelity test (scatterplot), followed by linear regression analysis, a deterministic coefficient test, and an "f" test (simulated).

Validity Test

Table 1. Results of the Data Processing Validity Test

VARIABLE	(R COUNT)	RTABLE	VALIDITY
X1.1	0.577	0.197	VALID
X1.2	0.738	0.197	VALID
X1.3	0.783	0.197	VALID
X1.4	0.628	0.197	VALID
X1.5	0.762	0.197	VALID
X1.6	0.587	0.197	VALID
X1.7	0.793	0.197	VALID
X1.8	0.762	0.197	VALID
X1.9	0.749	0.197	VALID
X1.10	0.757	0.197	VALID
X1.11	0.588	0.197	VALID
X2.1	0.683	0.197	VALID
X2.2	0.758	0.197	VALID
X2.3	0.761	0.197	VALID
X2.4	0.740	0.197	VALID
X2.5	0.787	0.197	VALID
X2.6	0.840	0.197	VALID
X2.7	0.779	0.197	VALID
X2.8	0.808	0.197	VALID
X2.9	0.813	0.197	VALID
X2.10	0.780	0.197	VALID
Y.1	0.773	0.197	VALID
Y.2	0.805	0.197	VALID
Y.3	0.793	0.197	VALID
Y.4	0.849	0.197	VALID
Y.5	0.621	0.197	VALID
Y.6	0.840	0.197	VALID

Source: Data Result, 2022

Reliability Test

Table 2. Results of data processing for the Reliability Test

NO	Variabel	Cronbach's alpha	Keterangan
1	Harga Jual (X1)	0.917	Realibel
2	Kepuasan Pelanggan (X2)	0.946	Realibel
3	Keputusan Pembelian (Y)	0.922	Realibel

Source: Data Result, 2022

The table above shows, The Selling Price which is called as variable X1 has an Cronbach's alpha value 0,917. Customer Satisfaction which is called as variable X2 has an Cronbach's alpha value 0,946. The Cunsomer Purchasing Decisions which is variable Y has an Cronbach's alpha value 0,922. It means all of the variable's value is more than 0,60 and it means the variables are reliable.

Normality Test

Table 3. Normality Test Data Processing Results**One-Sample Kolmogorov-Smirnov Test**

		Harga Jual	Kepuasan Pelanggan	Keputusan Pembelian
N		100	100	100
Normal Parameters ^{a,b}	Mean	45.91	44.05	25.30
	Std. Deviation	6.968	5.739	4.391
Most Extreme Differences	Absolute	.096	.150	.142
	Positive	.096	.150	.142
	Negative	-.068	-.144	-.138
Test Statistic		.096	.150	.142
Asymp. Sig. (2-tailed)		.024 ^c	.000 ^c	.000 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Data Result, 2022

The normality test results in Table 3 show that the studies had normally distributed data

Multicollinearity Test

Table 4. Multicollinearity Test data processing results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Harga Jual	0.400	2.502
	Kepuasan Pelanggan	0.400	2.502

a. Dependent Variable: Keputusan Pembelian

Source: Data Result, 2022

Based on the results in Table 4, there are no symptoms of multicollinearity. It can be derived from $0.400 > 0.10$ and the customer satisfaction value from $0.400 > 0.10$. On the other hand, the selling price of life is $< 2,502$. The vif consumer satisfaction score is $2,502 < 10$.

Heteroscedasticity Test

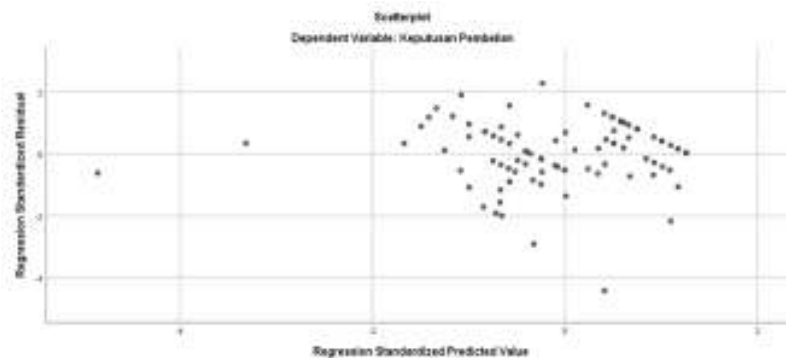


Image 2. Heteroscedasticity Test

Source: Data Result, 2022

If interracial tests using patterns formed from scatterplots yield disjointed results and do not produce specific patterns, we can conclude that the study was free of interracial symptoms.

Multiple Linear Regression Test

Table 5. Multiple Linear Regression Test Results

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	-2.166	1.916		-1.130
	Harga Jual	.313	.056	.497	5.619
	Kepuasan Pelanggan	.297	.068	.388	4.390

a. Dependent Variable: Keputusan Pembelian

Source: Data Result, 2022

The table above shows, the value in the multi-regression linear constant with -2,166 and it means, both of the independent variables were linearly to 0,261. Besides that, the dependent variable has a constant value of -2,166, which means the consumer purchasing decisions without the selling price and customer satisfaction is -2,166.

The Regression coefficient of the Selling Price variable (X1) of 0,313 means that with each increase in the selling price by one unit, then Consumer Purchasing Decisions (Y) increased by 0,313 units or the selling price is able to explain consumer purchasing decisions.

The Regression coefficient of the Customer Satisfaction variable (X2) of 0,297 means that with each increase in the customer satisfaction by one unit, then Consumer Purchasing Decisions (Y) increased by 0,297 units or the customer satisfaction is able to explain consumer purchasing decisions.

Coefficient of Determination Test (R^2)

Table 6. Test Results Coefficient of Determination Test (R^2)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.835 ^a	.697	.691	2.443	2.125

a. Predictors: (Constant), Kepuasan Pelanggan, Harga Jual

b. Dependent Variable: Keputusan Pembelian

Source: Data Result, 2022

A coefficient determination (r^2) of 0.691 after the r^2 test means that 69.1% of the purchase decision variables can be explained by the sales price and customer satisfaction variables and 30.9% by other factors beyond those defined in the analysis. Next, learn to be described by a regression model.

T Test

Table 7. T Test results

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	-2.166	1.916		-1.130
	Harga Jual	.313	.056	.497	5.619
	Kepuasan Pelanggan	.297	.068	.388	4.390

a. Dependent Variable: Keputusan Pembelian

Source: Data Result, 2022

Based on the graph above, The Selling Price has a T Count test results 5.619 more than 1,660 (Standart of the T Table). besides that, the sig value is 0,000 and less than 0,05 from alpha standard value. We can conclude that variable price (x1) greatly impacts variable customer satisfaction (y).

T-Count of the customer satisfaction 4.390 > T table 1,660 (Standart of the T table) and significant value of 0,000 < 0,05 (alpha value). We can conclude that the variable customer satisfaction (X2) influences on consumer purchasing decisions (Y).

F Test

Table 8. F Test Result

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	1330.186	2	665.093	111.459
	Residual	578.814	97	5.967	
	Total	1909.000	99		

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kepuasan Pelanggan, Harga Jual

Source: Data Result, 2022

From the table above, According to the table above, the independent variables have a F count test result of 111.459, which is more than the F table standard of 3,09. and they both have a sig value of 0,000, which is less than the alpha value by 0.05. This means that purchasing decisions (y) have a large

impact on the purchase price (x1) and customer satisfaction (x2). (Indrawan and Andrian 2021)

CONCLUSION

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

A Selling price consists of indicators of price efficiency, competitiveness, price correlation with utility, pricing with product quality, and pricing horizons for purchasing decisions. A t-test evidences this on the selling price variable for purchase decisions. It shows a t-value of 5,619 with a significant value of 0.000, which is less than 0.05. This positive impact means that the higher the selling price offered by the company, the higher purchase decision. Meanwhile, the Customer satisfaction consists of responsiveness, reliability, security, specificity, and empathy. They influence positive and important purchasing decisions. For example, a t-test for the quality of services variable on purchase decisions shows a t-value of 4.390 with a significant value of 0.010, less than 0.05. This positive impact means that the higher customer satisfaction, the higher the purchasing decision. Also, Customer satisfaction and selling price both significantly and positively affect purchasing decisions. I am certified with an f-count of 111,459 and a significance value of 3.09. Based on the data, the value is $0.000 < 0.05$.

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