

IMPACT OF THE INCREASE TICKET PRICES AND PASSANGER SERVICE QUALITY ON TICKECT PURCHASE DECISION FOR DOMESTIC FLIGHT PASCA PANDEMIC AT SOEKARNO-HATTA INTERNATIONAL AIRPORT 2022**Audrey Rezalia¹, Tania Margaretha², Salahudin Rafi³, Duyesna Perawati⁴**^{1,2,3,4} Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia✉ corresponding author: audreyrzla@gmail.com

Abstract: The Covid-19 pandemic has caused the sector airlines to be affected by the decline in the number of passengers. This study aims to determine the effect of price increases and service quality on passenger decisions to use air transportation at Soekarno-Hatta International Airport after the pandemic. The methodology used in this study is a quantitative method by distributing questionnaires with a population of all passengers using air transportation at Soekarno-Hatta Airport from January 2021 - July 2022. The samples taken are passengers using air transportation for domestic flights. In this study, the author uses SPSS to process and determine the validity and reliability of the data. The results of this study explain that the effect of the increase in ticket prices and the quality of passenger service on the decision to use air transportation is of low correlation.

Keywords: *covid-19, soekarno-hatta international airport, price, service quality of passenger, purchase decision*

1. Introduction (Include Literature Review)

The Covid-19 pandemic has been endemic for the past two years, including Indonesia. This virus was first discovered in Wuhan, China, at the end of 2019, precisely in November, and was detected in Indonesia on March 2, 2020, until now. As of March 31, 2020, 719,758 confirmed cases were detected worldwide, and 33,673 of them died, while in Indonesia, on the same date, 1528 confirmed cases were detected, and 136 died (Candra & Rekha, 2020).

Due to the Covid-19 pandemic, many industrial sectors have been affected, including the aviation sector. Gradually, the government began to close international gates and began prohibitions for Indonesian people from traveling domestically and internationally. Not only for people in the country, but the prohibition also applies to travelers who want to come to Indonesia. This has caused all airports in Indonesia to experience a significant decrease in the number of passengers, including Soekarno-Hatta International Airport (Hidayat et al., 2021). The Central Statistics Agency noted that the number of domestic airplane passengers during 2019 - 2020 decreased by 55.27%, from 19.3 million people to

8.6 million people, and the number of passengers decreased in 2021 to 7.9 million. Then the situation began to improve, marked by an increase in the number of passengers until June 2022, reaching 7.3 million, which means that the interest of passengers to travel using air transportation has increased. Several airlines that operate with domestic flights in the post-pandemic era at Soekarno-Hatta International Airport is Garuda Indonesia, Lion Air, Sriwijaya Air, Batik Air, Citilink, Super Air Jet, etc.

Along with the increase in demand, there was an increase in the price of avtur, which caused the price of airplane tickets to increase. This phenomenon makes airlines worry because the price of airline tickets significantly affects ticket purchasing decisions (Oktariani & Zulfickar, 2020). Price is an essential element that affects consumer buying interest, especially with the current Covid-19 pandemic. The wiser their pricing is to adapt to this pandemic, the higher consumer buying interest will be (Purba, 2021).

Ticket purchase decisions are not only influenced by the price but quality of service, although sometimes price implies the quality of the product, which is identified with value (Impact et al., 2022). Good service quality will create consumer perceptions where consumers can make decisions in using a service (Prianggoro & Sitio, 2020). Good service allows companies to strengthen customer loyalty and increase market share (Prananta et al., 2021). Good service allows companies to strengthen customer loyalty and increase market share (Tran & Le, 2020) even with good service quality, consumers will recommend the product to others (Nguyen et al., 2020). That way, good service quality will make it easier for consumers to make purchasing decisions.

There are differences in services before the pandemic and after the pandemic. A clear distinction between post-pandemic and pre-pandemic is the inspection of passengers based on the Travel Provisions for Domestic People during the Covid-19 Pandemic Period. At the airport, a Health Task Force has been prepared to be placed in a particular area to check the health of passengers along with the required health documents (Widyastuti, 2021).

Service quality and price have a more significant influence on consumers to make purchasing decisions (Chaerudin & Syafarudin, 2021).

2. Literature review

From a marketing point of view, price is a monetary unit or another measure that is exchanged to obtain ownership rights for a product or service (1234456487 & Sonny Eli Zaluchu, 2021). Price is something that consumers pay attention to when making transactions (Impact et al., 2022) because the price is very influential in attracting purchase interest which also has an impact on continuous use (Gunawan Wibowo, 2021).

Service quality can be defined as the fulfillment of customer needs and their delivery to balance customer expectations (PRASILOWATI et al., 2021). Service quality can be defined as the tendency to focus on what customers need and their trust and expectations for the product (Ali et al., 2021). Service quality measures service capacity to satisfy customer needs and expectations (Mohebi et al., 2018). Service quality is one of the main determinants of customer satisfaction (Balinado et al., 2021).

Purchasing decisions are customer behavior to make decisions in the buying process (Hutabarat, 2022). Online customer reviews, online customer ratings, and customer trust simultaneously or simultaneously have a significant favorable influence on consumer purchase decisions (Rarung & Ratulangi, 2022).

3. Method

The methodology used in this study is a quantitative method by conducting field studies, namely observing the object of research directly through the distribution of questionnaires use random sampling technique with a population of all passengers using air transportation during 2022 in all Indonesian airports, and the samples taken are passengers using air transportation at Soekarno Airport. -Hatta in 2022. The author researched from August 29, 2022, to September 9, 2022, at Soekarno-Hatta International Airport, Tangerang City, Indonesia.

Based on research theory, it is believed that applying this method is efficient in doing proof or confirmation because this method has fulfilled scientific principles, namely concrete or empirical, rational, and systematic. This research focuses on determining the effect of price increases and service quality on passenger decisions

to use post-pandemic air transportation at Soekarno-Hatta International Airport, Tangerang City, Indonesia.

In this study to determine the samples the author uses the slovin formula:

Description :	$n = \frac{N}{1 + (N \cdot e^2)}$
n = Sample	$n = \frac{N}{1 + (N \cdot e^2)}$
N = Population	$n = \frac{150}{1 + (150 \cdot 0,01)} = 60$
e = 10	

After doing the calculations using the Slovin formula, it was found that the population used was 150 and the sample was 60.

4. Discussion and Result

In this study, price increases, service quality, and the decision to use air transportation will be the variables to be studied.

4.1 Validity Test

Validity is a measuring tool to assess the concept that must be evaluated.

In this case, the validity test is used to test whether the instrument used in the study is valid or not. Accurate research results can be seen if there are similarities between the data collected and the actual ones

Table 4.1 Validity Test

No	Variable	Indicator	r count	r table	Information
1	Price Increase (X1)	X1.1	0.496	0,159	Valid
2		X1.2	0.508	0,159	Valid
3		X1.3	0.747	0,159	Valid
4		X1.4	0.747	0,159	Valid
5		X1.5	0.630	0,159	Valid
6		X1.6	0.593	0,159	Valid
7		X1.7	0.431	0,159	Valid
8	Service Quality (X2)	X2.1	0.507	0,159	Valid
9		X2.2	0.624	0,159	Valid
10		X2.3	0.617	0,159	Valid
11		X2.4	0.698	0,159	Valid
12		X2.5	0.528	0,159	Valid
13		X2.6	0.654	0,159	Valid
14		X2.7	0.550	0,159	Valid
15		X2.8	0.662	0,159	Valid
16		X2.9	0.727	0,159	Valid
17		X2.10	0.580	0,159	Valid
18		X2.11	0.355	0,159	Valid
19		X2.12	0.769	0,159	Valid
20		X2.13	0.518	0,159	Valid
21		X2.14	0.465	0,159	Valid
22		X2.15	0.253	0,159	Valid
23		X2.16	0.632	0,159	Valid
24		X2.17	0.633	0,159	Valid
25		X2.18	0.591	0,159	Valid
26		X2.19	0.513	0,159	Valid
27		X2.20	0.377	0,159	Valid
28		X2.21	0.571	0,159	Valid
29		X2.22	0.609	0,159	Valid
30		X2.23	0.571	0,159	Valid
31		X2.24	0.549	0,159	Valid
32	Decision Use Air Transport (Y)	Y.1	0.496	0,159	Valid
33		Y.2	0.603	0,159	Valid
34		Y.3	0.505	0,159	Valid
35		Y.4	0.543	0,159	Valid
36		Y.5	0.250	0,159	Valid
37		Y.6	0.640	0,159	Valid
38		Y.7	0.679	0,159	Valid

Source: Data processing results, 2022

4.2 Reability Test

Furthermore, to continue the research, a reliability test must be carried out to determine a study's reliability level. The reliability test can only be done if the instrument used is valid. Cronbach in this study was used to test the reliability, which was carried out using SPSS. The instrument would be said to be reliable if the Cronbach Alpha > 0.6 , according to Wiratna Sujarweni (2014).

Table 4.2 Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.940	38

Source: Data processing results, 2022

From table 4.2, it can be concluded that the reliability test of a population of 150 respondents and a sample of 60 resulted in 0.940, which is greater than 0.6. This result can be said to be reliable.

4.3 Hypothesis Testing

- 1.If the t-test shows a significance < 0.05 or if $t \text{ count} > t \text{ table}$, then the X variable affects the Y variable. Conversely, if the significance is > 0.05 and if the $t \text{ count} < t \text{ table}$, then the X variable has no effect.
- 2.If the f test shows a significance < 0.05 or if $f \text{ count} > f \text{ table}$, then the X variable affects the Y variable. On the other hand, if the significance is > 0.05 and if the $f \text{ count} < f \text{ table}$, then the X variable does not affect the Y variable.

4.4 The Effect of Price Increases on the Decision to Use Air Transportation

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.860	2.221		2.412	.019
	Price increases	.278	.128	.318	2.168	.035

a. Dependent Variable: Decision to Use Air Transportation (Y)

From the table above, we can conclude that the significance value of the increase in ticket prices (X1) on the decision to use air transportation (Y) is

$0.35 < 0.5$ and the t value is $2.168 > 2.002$, so it can be concluded that H1 is acceptable. The increase in ticket prices (X1) affects the decision to use air transportation (Y)

4.5 The Influence of Passenger Service Quality on Decisions to Use Air Transportation

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.860	2.221		2.412	.019
	Service quality	.114	.055	.304	2.069	.043
a. a. Dependent Variable: Decision to Use Air Transportation (Y)						

From the table above, it can be concluded that the significance value of passenger service quality (X2) on the decision to use air transportation (Y) is $0.43 < 0.5$ and the t value is $2.069 > 2.002$, so it can be concluded that H2 is acceptable. The quality of passenger service (X2) affects the decision to use air transportation (Y)

4.6 The Effect of Price Increases and Service Quality on Decisions to Use Air Transportation

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	412.749	2	206.374	12.927	.000 ^b
	Residual	878.027	55	15.964		
	Total	1290.776	57			
a. Dependent Variable: Decision to Use Air Transportation (Y)						
b. Predictors: (Constant), Price Increase, Quality of Service (X1, X2)						

From the table above, it can be concluded that the total value of the significance of the increase in ticket prices (X1) and the quality of passenger service (X2) on the decision to use air transportation is $0.00 < 0.05$ and the F count of $12.927 > 3.16$ which means H3 can be accepted due to the increase in ticket prices (X1) and the quality of passenger service (X2) affect the decision to use air transportation (Y).

4.7 Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.565 ^a	.320	.295	3.996
a. Predictors: (Constant), X2, X1				

Correlation category :

1. 0.00 – 0.199 = Very Low
2. 0.20 – 0.399 = Low
3. 0.40 – 0.599 = Medium
4. 0.60 – 0.799 = Strong
5. 0.80 – 1.00 = Very Strong

Based on the table above, it can be concluded that the R-squared value is 0.320, which means that the ticket price increase variable (X1) and the passenger service quality variable (X2) on the decision variable to use air transportation (Y) have an effect of 32%.

5. Conclusion

Based on the analysis and research that has been carried out accompanied by questionnaires that have been distributed to air transport passengers at SOEKARNO HATTA INTERNATIONAL AIRPORT, the following results are obtained:

- a. Soekarno-Hatta International Airport continues to provide flights while complying with the government's health protocols.
- b. The increase in ticket prices (X1) affects the decision to use air transportation (Y) which means the first hypothesis can be accepted
- c. The quality of passenger service (X2) affects the decision to use air transportation (Y) which means that the second hypothesis can be accepted
- d. The combination of the variable ticket price increase (X1) and the quality of passenger service (X2) affects the decision to use air transportation (Y) which means that the third hypothesis can be accepted
- e. The R-squared value of 0.320 means that the effect of the increase in ticket

prices (X1) and the quality of passenger service (X2) on the decision to use air transportation (Y) is 32%

- f. In this study, it can be concluded that although the passenger's desire to travel after the pandemic, price and good service, such as on-time performance, still influence the passenger's intention to use air transportation.

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