

# THE EFFECT OF PROMOTION AND PRICE ON THE BUYING INTEREST OF CITILINK CARGO TRANSPORTATION SERVICE USERS AT SOEKARNO- HATTA AIRPORT TANGERANG 2022

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**Abstract:** PT Citilink Indonesia is a company engaged in air transportation. Citilink was established in 2012 after officially separating from PT. Citilink. Garuda. The purpose of this study is to find out the extent of the effect of promotions and prices on the purchase of Citilink Cargo service users at Soekarno-Hatta Tangerang Airport in 2022. This research used quantitative method by distributing questionnaires. The survey involved a sample of 55 respondents. The author used google form, and the distribution of the google form was carried out starting from September 14, 2022. The subject in this study was cargo service users at Citilink airlines, with ages ranging from 16 years to 55 years and composed of 16 Men and 39 Women. Promotion variables have indicators of personal selling, advertising, sales promotion, public relations, and direct marketing. Price variables have affordability indicators, the conformity of prices to the quality of products or services, price competitiveness with competitors, and the conformity of prices to benefits. The variety of buying interests has initiators of transactional, referential, preferential, and exploratory goods. Based on the results and discussion of both Promotion of buying interest and price of purchase interest, each has a positive and significant effect.

**Keywords:** *Promotion, Price, Buying Interest*

## Introduction

Air cargo is the delivery of goods transported using aircraft equipped with goods delivery documents such as SMU (Air Cargo Letter) or AWB (AirWayBill) and other complementary documents. Aviation services have two flight terms: *Full-Service Flights* and *Low-Cost Carrier (LCC) Flights*.

One of the flights that apply the LCC flight concept is PT. Citilink Indonesia which is a subsidiary of Garuda Indonesia. The company was

established in 2001 as a Strategic Business Unit (SBU). A low-cost airline, Citilink Cargo is a fast and reliable *Low-Cost Carrier* service for goods. In addition, Citilink Cargo has 2 types of cargo , *General Cargo* and *Special Cargo*. They also prioritize aspects of security, punctuality of delivery, and ensuring goods safe to their destination. To obtain information regarding the departure of goods, customers must contact the company by telephone. (Citilink Cargo Handling Manual).

Along with the growing digital technology, Citilink launched the Betterfly Cargo application to improve services, especially in the cargo business. This application allows customers to make reservations more easily and it is available on the Play Store and App Store. In supporting the growth of the national economy, Citilink has strengthened Indonesia's domestic cargo flight services by serving 36 cargo flights to 20 routes in Indonesia since May 6, 2021. This step is the company's strategy in optimizing business amid the ban on Eid homecoming this year. The airline, a subsidiary of Garuda Indonesia, has carried cargo reaching 250 tons, with 70% an average load carried on each flight. 95% of cargo products were general cargo products, such as delivering goods and documents.

Promotion and price are significant because they affect Citilink cargo transportation service users' buying interest. Therefore, promotions and prices on Citilink cargo transportation services can be used as a benchmark to see as Citilink Cargo Transportation Services maintain the promotions and prices they provide and can also be a reference in buying interest in users of Citilink cargo transportation services offered by the airline. Following the background description above, this research was titled **"THE EFFECT OF PROMOTION AND PRICE ON THE BUYING INTEREST OF**

**CITILINK CARGO TRANSPORTATION SERVICE USERS AT SOEKARNO-HATTA AIRPORT TANGERANG 2022".****Research Questions**

1. Does the Promotion affect the price of Citilink cargo transportation services at Soekarno-Hatta Tangerang airport in 2022?
2. What is the effect of the Promotion on the buying interest of Citilink cargo transportation service users at Soekarno-Hatta Airport Tangerang 2022?
3. What is the effect of promotion and price on the buying interest of Citilink cargo transportation service users at Soekarno-Hatta Airport Tangerang 2022?

**Research Objectives**

1. To find out whether the Promotion affects the price of Citilink cargo transportation services at Soekarno-Hatta Airport Tangerang 2022.
2. To find out whether the Promotion affects the buying interest of Citilink cargo transportation service users at Soekarno-Hatta Airport Tangerang 2022.
3. To find out whether the effect of Promotion and price on the buying interest of Citilink cargo transportation service users at Soekarno-Hatta Airport Tangerang 2022.

**Literature Review****Promotion**

According to (Laksana 2019), "promotion is a communication from sellers to buyers that aims to change the attitude and behavior of buyers, who previously did not know the product, to be familiar, so that they become buyers and keep remembering the product."

Based on experts' definition, Promotion is a way to introduce a product to consumers .

**Price**

According to (Kotler, Philip and Gary Armstrong, 2001) the price is the measure of cash charged for an item or administration. In other words, price is the value consumers must pay to own or get benefit from goods or services. Based on the definition of experts above, that price is a value imposed by products in the form of goods and services.

**Buying Interest**

According to (Kotler and Keller (2009), buying interest is a way that demonstrates the buyer's longing to buy. Therefore, based on experts' definition, a purchaser's interest shows a desire to buy a product, goods, or services.

**Method**

The research used quantitative type research. This research first collected data, theory, and data analysis. This quantitative method was carried out through using data retrieval techniques by distributing questionnaires. Then the author collected Primary Data by filling out a questionnaire. The subjects in this study were users of PT Citilink Indonesia. There were 55 respondents as a sample.

**Discussion and Result****Multiple Linear Regression****Table I Result in numerous linear regression**

| <b>Coefficients</b>      |            |                             |            |                           |       |      |
|--------------------------|------------|-----------------------------|------------|---------------------------|-------|------|
| Model                    |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                          |            | B                           | Std. Error | Beta                      |       |      |
| 1                        | (Constant) | -.699                       | 1.891      |                           | -.370 | .713 |
|                          | X1         | .261                        | .133       | .223                      | 1.957 | .056 |
|                          | X2         | .769                        | .132       | .664                      | 5.837 | .000 |
| a. Dependent Variable: Y |            |                             |            |                           |       |      |

a regression equation can be made as follows:  $Y = 0.699 + 0.261X_1 + 0.769X_2$ .

Where:

Y = Buying Interest

X<sub>1</sub> = Promotions

X<sub>2</sub> = Price

The multiple linear regression equation means that any increase in the application score on Variable X<sub>1</sub> (Promotion) of 0.261 is followed by an increase in Y (Buying Interest). Every time an increase of 1 unit of the score for variable X<sub>2</sub> (Price) of 0.769 is followed by an increase in Y (Buying Interest). From the above equation, then the value of Y is 0.699

**Correlation coefficient****Table II Result in correlation coefficient**

| <b>Model Summary<sup>b</sup></b>  |                   |          |                   |                            |               |
|-----------------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model                             | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1                                 | .845 <sup>a</sup> | .714     | .703              | 1.991                      | 2.237         |
| a. Predictors: (Constant), X2, X1 |                   |          |                   |                            |               |
| b. Dependent Variable: Y          |                   |          |                   |                            |               |

Calculation results have a known correlation coefficient of 0.845, stating that the three variables have a strong and linear positive correlation according to the correlation levels table.

**Coefficient of determination****Table III Result coefficient of Determination**

| <b>Model Summary</b>              |                   |          |                   |                            |               |
|-----------------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model                             | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1                                 | .845 <sup>a</sup> | .714     | .703              | 1.991                      | 2.237         |
| a. Predictors: (Constant), X2, X1 |                   |          |                   |                            |               |
| b. Dependent Variable: Y          |                   |          |                   |                            |               |

It can be identified that the coefficient of Determination is adjusted or ( $r^2$ ) of 0.845. This result means that the independent variables (Promotion and Price) can account for 71.4% against the dependent variable, i.e. (Buying Interest). The remaining 18.6% is explained by other variables not included in this model.(Sumirahwati et al., 2021)

**T Test****Table IV Results of the T-test variable Promotion to Buying interest**

| <b>Coefficients</b>      |            |                             |            |                           |       |      |
|--------------------------|------------|-----------------------------|------------|---------------------------|-------|------|
| Model                    |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                          |            | B                           | Std. Error | Beta                      |       |      |
| 1                        | (Constant) | 2.685                       | 2.293      |                           | 1.171 | .247 |
|                          | X1         | .850                        | .111       | .726                      | 7.684 | .000 |
| a. Dependent Variable: Y |            |                             |            |                           |       |      |

the calculated t value for Promotion is 7,684 while the table t value is 2,013

Then it can be found out that  $t_{\text{count}} 7,684 > t_{\text{table}} 2,013$  and significance value is  $0.000 < 0.05$ . Therefore, the hypothesis is a positive and significant effect between Promotion and Buying interest

**Table V Results of the T-test variable Price to Buying interest**

| <b>Coefficients</b>      |            |                             |            |                           |        |      |
|--------------------------|------------|-----------------------------|------------|---------------------------|--------|------|
| Model                    |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|                          |            | B                           | Std. Error | Beta                      |        |      |
| 1                        | (Constant) | .711                        | 1.794      |                           | .396   | .693 |
|                          | X2         | .965                        | .088       | .833                      | 10.942 | .000 |
| a. Dependent Variable: Y |            |                             |            |                           |        |      |

the calculated t value for Price is 10,942 while the table t value is 2,013 Then it can be identified that  $t_{\text{count}} 10,942 > t_{\text{table}} 2,013$  and the significance value is  $0.000 < 0.05$ . Therefore, the hypothesis is a positive and significant effect between Price and Buying interest.

### Test F

Table VI of test results F

| ANOVA                             |            |                |    |             |        |                   |
|-----------------------------------|------------|----------------|----|-------------|--------|-------------------|
| Model                             |            | Sum of Squares | df | Mean Square | F      | Sig.              |
| 1                                 | Regression | 515.205        | 2  | 257.603     | 64.982 | .000 <sup>b</sup> |
|                                   | Residual   | 206.140        | 52 | 3.964       |        |                   |
|                                   | Total      | 721.345        | 54 |             |        |                   |
| a. Dependent Variable: Y          |            |                |    |             |        |                   |
| b. Predictors: (Constant), X2, X1 |            |                |    |             |        |                   |

If  $F_{\text{counts}} > F_{\text{of the table}}$ ,  $H_a$  is accepted, meaning that the dependent variable significantly affects the independent variable. The F value of the table can be found out by the equation  $df 1 = \text{the number of free variables}$ ; meaning  $df 1 = 2$ , while  $df 2 = n - k - 1$ ;  $(48 - 2 - 1)$ ;  $df 2 = 45$ . Using the significance of 5% (0.05) seen in table F in column 2 of row 45, which is 3.20. Then it can be concluded that  $F_{\text{counts}} > F_{\text{table}} (64,982 > 3.20)$  and the significance value of  $0.000 < 0.05$ , so that  $H_0$  is rejected, and  $H_a$  is accepted. Variable Promotion ( $X_1$ ) and Price ( $X_2$ ) has a significant and simultaneous positive effect on the Variable Buying Interest (Y).

### Conclusion

Based on the results of Effect of Promotion and Price on the Buying Interest of Citilink Cargo Transportation Service Users, the researcher can provide several conclusions as follows: The results of this study show that dependent variables consisting of promotional influences (X1) and prices (X2) are limited to buying interest (Y).

1. Showing the magnitude of the influence of dependent variables in the study, it was revealed that the t-test on the promotion variable (X1) was counted at 7,684 and table 2,006. The promotion variable (X1) has a positive and significant effect on the Buying Interest variable (Y) because the calculation was more critical than the T-table.
2. And the price variable (X2) is obtained by calculating 10,942, and the T-table of 2,006 partially the price variable (X2) has a positive and significant effect on the buying variable (Y) because the calculation is greater than the T-table.
3. Based on the results with simultaneous linear regression analysis of the Hypothesis Test (Test F) obtained, a calculation of 64,982 and an f-table of 3.18 means that the dependent variable consisting of the promotion variable (X1) and price (X2) has a significant effect on the buying interest variable (Y) because the calculation is greater than the f-table.

The result shows that the promotion variable (X1) and the price variable (X2) have a significant influence on the buying interest variable (Y).

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