

ANALYSIS OF GARUDA INDONESIA AIRLINE PASSENGERS' INTEREST IN THE JAKARTA-JAPAN ROUTE

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Abstract: Tourism and air transportation are two things that are interconnected. The long distance makes air transportation the main choice because of its speed and comfort. Through this research, the author can analyze the interest of Garuda Indonesia airline ticket buyers through perceptions of price, service quality and promotions. This research uses quantitative methods by distributing questionnaires. The population to be reached are those who fly using Garuda Indonesia airlines in general and specifically for Jakarta - Japan flights and vice versa, using the Cochran formula, with an estimated sample of 80. Technical data analysis in this study uses path analysis and a series of tests to prove the existing hypothesis.

Keywords: *Purchase Intention, Service Quality, Promotion, Price Perception, Air Transport, Tourism*

1. Introduction

Background of The Problem

Tourism is a global phenomenon that continues to grow and has a significant impact on the economy and relations between countries. As stated by A.J Burkat in Damanik (2006), "Tourism is the temporary and short-term movement of people to destinations outside the place where they usually live and work and also their activities while staying at a destination." Tourism has become one of the main drivers of Indonesia's economic growth, and Japan is one of the destinations that is very popular with Indonesian tourists.

Tourism between Jakarta and Japan has become an important component in bilateral relations between the two countries. In this context, Garuda Indonesia, as the national airline, plays a very important role in connecting these two destinations. Therefore, understanding the factors that influence the interest of buyers of Garuda Indonesia airline tickets for the Jakarta-Tokyo route with a tourism approach is very important.

Garuda Indonesia as the National Flag Carrier of Indonesia plays a role in increasing tourism by offering 4 flights from Jakarta to Tokyo and vice versa per week. This number is quite small when compared to other airlines.

Thus, this research will focus on a deeper understanding of the factors that influence the interest of Garuda Indonesia flight ticket buyers from Jakarta to Japan as a tourism destination, in accordance with the definition of tourism proposed by A.J Burkat in Damanik (2006). This understanding will help in formulating strategic recommendations that can support the growth of Indonesia's tourism sector as well as closer bilateral cooperation between the two countries.

Table 1.1

Garuda Indonesia International Flight. Jakarta-Japan Route	
2021	4.157 Passengers
2022	15.914 Passengers

Source: Garuda Indonesia Tokyo office

The data above shows that there is a very significant increase in passengers, the increase in passengers for the Jakarta-Japan route (in the data above is Haneda Airport, Tokyo) reaching 282.67%. This number is due to restrictions implemented by the Japanese government as a preventive measure to prevent the spread of the COVID-19 virus. The COVID-19 virus has had a significant impact on all sectors, with the tourism industry bearing the brunt of the consequences of the restrictions imposed while the COVID-19 virus is at its peak. The opening of Japan's borders in November 2022 will contribute to a significant increase in the number of passengers. Looking back to 2013, it is clear that Garuda Indonesia has maintained a positive trend, with an average increase of 1% each year. When Covid-19 in early 2020 hit the entire world, almost all airlines' operations reached zero due to restrictions, limitations on passenger mobility, and focus on handling COVID-19 itself. In 2021, Garuda recorded a slight increase, but this is still far below the figure before COVID-19 broke out. It is also understandable that Japan is the most popular travel destination for Indonesians because it provides many services that are not available in Indonesia.

Data from the Tokyo branch of Garuda Indonesia also states that of the total number of passengers, the tourism segment is 70% or 11,139 passengers in 2022. Take a look at the monthly average, 929 passengers are reported each month. This figure is quite large considering that this figure is not purely from travelers who are flying for the first time using the Garuda Indonesia airline. From the Garuda Indonesia Tokyo branch office, it was also stated that there were around 10% frequent flyers from each segment.

So, it can be concluded that around 1,140 Garuda Indonesia passengers flying to Japan for tourist purposes are frequent flyers. This figure is a real example of how the quality of Garuda Indonesia airline service makes passengers and potential passengers use the Garuda Indonesia airline. This is also proven by Garuda Indonesia winning the Skytrax award for best cabin crew. On the other hand, the promotion carried out by holding the Garuda Indonesia Travel Fair every year has proven to attract tourists to travel, especially to Japan. From price perception, Garuda Indonesia offers quite competitive prices among its competitors, namely Japan Airlines, ANA, which are the same as Garuda by offering direct flights between Jakarta and Japan.

According to the Garuda Indonesia Tokyo Branch Office, passengers flying to Japan for tourism are distributed fairly evenly; yet it is said that many travelers want to see the cherry blossoms in the months of March and April. Then, from late April to early May, many tourists visit Japan to enjoy the Golden Week. Then, from December to late February, visitors to Japan come to experience winter. Looking at the holiday season, it is possible to conclude that Japan has a unique attraction that is spread throughout the year; this is also what makes Japan a popular tourist destination for Indonesians in particular and international travelers in general.

The onset of the COVID-19 pandemic has had a profound and far-reaching effect on the aviation sector, and Garuda Indonesia has been no exception to its reverberations. In response to the unprecedented challenges posed by the pandemic, Garuda Indonesia found it necessary to terminate multiple aircraft rental agreements. This action, while undertaken as a measure to navigate the complexities of the situation, inadvertently exacerbated the preexisting shortage of aircraft available for operational deployment. Concurrently, the financial ramifications resulting from the pandemic-induced disruption necessitated a comprehensive restructuring effort within the airline. The overarching objective of this restructuring endeavor was to realign the company's workforce and fleet size in accordance with its newly adapted financial landscape. This process was emblematic of the broader difficulties encountered by the global aviation industry, which had been confronted with a confluence of exceptional circumstances. In summation, the operational constraints impeding Garuda Indonesia's expansion on the Jakarta-Tokyo route stem from a multifaceted interplay of factors. These encompass limitations in human resources, inadequacies in securing suitably equipped aircraft, and the substantial ramifications incurred as a result of the COVID-19 pandemic.

According to Sumarsid & Paryanti, 2022 Marketing management represents a social and managerial procedure where both individuals and groups fulfill their needs and wants by generating, presenting, and exchanging valuable commodities among themselves. Alternatively, it embodies a multifaceted process crucial in contemporary economic and social systems. Its essence lies in comprehending the needs of individuals and groups, devising valuable offerings, and facilitating exchanges to meet these requirements. This mechanism holds immense significance not only for businesses but also for consumers and society at large, impacting the accessibility and perception of products and services in the market. It concludes the concept of marketing, as succinctly encapsulated by the definition provided, represents a multifaceted and indispensable process intrinsic to contemporary economic and societal systems. It stands as a dynamic interplay of factors that engenders the satisfaction of individuals' and groups' needs and desires. The essence of marketing lies in the comprehensive comprehension of these needs and desires, the strategic crafting of offerings imbued with intrinsic value, and the orchestration of exchanges that culminate in the gratification of these requisites. This process serves as a linchpin not only for commercial enterprises but also for the consumers and society at large. It exercises a profound influence in shaping the accessibility and perception of products and services within the marketplace.

From an academic vantage point, marketing emerges as a pivotal discipline, transcending mere commercial transactions to embrace a complex amalgamation of psychology, economics, sociology, and strategy. The reciprocal relationship between marketers and consumers unveils an intricate interplay of forces that extends beyond the realm of mere commerce. It encompasses the sculpting of brand identities, the cultivation of consumer preferences, and the articulation of societal values. Through these multifaceted interactions, marketing becomes an influential driver that shapes not only the economic landscape but also the cultural and social fabric of our societies. It underscores the enduring relevance and significance of marketing as a discipline that underpins the functioning of contemporary economies and contributes to the enhancement of the quality of life. According to Garuda Indonesia Airlines service commitment that drawing inspiration from the Garuda Indonesia service framework, the airline has developed a distinctive service approach that involves all five sensory dimensions—name, sight, sound, scent, taste, and touch. This comprehensive approach extends across 24 distinct "customer touch points" and is thoughtfully integrated into various service stages, encompassing pre-journey, pre-flight, in-flight, post-flight,

and post-journey services. The embodiment of this concept is not solely reliant on sensory experiences; it is deeply rooted in fundamental values, such as punctuality and safety concerning products, expediency and precision regarding processes, cleanliness and comfort associated with infrastructure, and the cultivation of qualities in the staff that include reliability, professionalism, competence, and readiness to provide assistance. This holistic service concept has been met with a favorable response from the discerning passengers of Garuda Indonesia.

Service quality, a pivotal aspect in the service industry, represents the extent to which service providers aim to meet and manage customer expectations (Tjiptono, 2006). The evaluation of service quality encompasses the following dimensions:

1. **Reliability:** Reliability, as defined by Zahruli (2006), entails the capacity to consistently and accurately deliver services, coupled with a considerate and meticulous approach towards customers. It hinges on precise service execution by employees, their professionalism in addressing customer concerns, adeptness in delivering friendly and appropriate services in strict adherence to established procedures, and the unwavering commitment to punctuality. At its core, reliability signifies an organization's ability to provide services accurately and without errors from the very outset and deliver them according to predetermined schedules.
2. **Responsiveness:** Responsiveness, in accordance with Kotler and Keller (2009), pertains to the willingness and capability of service providers to offer assistance and promptly attend to customer requests. Zeithaml et al. (1990) expound that responsiveness involves the ability of employees to proactively aid customers and offer swift, attentive service. This encompasses employees' alertness in serving customers, the speed at which they process transactions, and their effectiveness in resolving customer concerns or grievances.
3. **Assurance:** Assurance embodies elements such as the knowledge, competence, courtesy, and reliability of staff members, thereby fostering a sense of safety, trust, and confidence in customers. Kotler and Keller (2009) emphasize that assurance revolves around the competence and courtesy exhibited by employees, as well as their capacity to instill trust and engender customer confidence.
4. **Empathy:** Empathy encompasses the ability to form genuine connections, engage in effective communication, demonstrate personal interest, and comprehend customer needs with ease. Kotler and Keller (2009) delineate empathy as the organization's capacity to understand the challenges faced by customers, act in their best interests, provide personalized care, and ensure a pleasant and mutually beneficial interaction.
5. **Tangible Evidence:** Tangible evidence encompasses the physical attributes, equipment, personnel, and communication channels that substantiate the presence and credibility of a service provider (Tjiptono, 2015). Kotler and Keller (2009) assert that tangibles encompass the physical aesthetics of service facilities, equipment, human resources, and corporate communication materials. These tangible cues serve as the outward demonstration of a service provider's existence and competence, further reinforced by the condition and appeal of its physical infrastructure compared to its surrounding environment.

Garuda Indonesia Airlines operates as a State-Owned Enterprise (BUMN) responsible for delivering aviation transport services with the Indonesian air transport and international. The airline's capital is exclusively vested in the state and does not involve share divisions, aligning with the legal provisions outlined in Law Number 19 of 2003. The primary objective behind the establishment of Garuda Indonesia is to provide scheduled air transportation services, with a broader mission of bolstering the national economy and advancing the cause of tourism. Notably, all flight operations adhere meticulously to the stringent aviation safety and comfort standards prescribed by domestic and international regulatory bodies.

2. Literature Review

"An Analysis of Garuda Indonesia Airline Passengers' Interest in the Jakarta-Japan Route as a Travel Destination" delves into several key facets. It explores the significance of tourism as a global phenomenon, emphasizing its substantial impact on the economy and bilateral relations between countries. The review also highlights the definition of tourism and its evolution, drawing upon experts like A.J. Burkat in Damanik (2006) to define tourism as the temporary movement of people to destinations outside their habitual residence for leisure, work, or other purposes.

Additionally, it delves into the pivotal role of tourism in Indonesia's economic growth, especially focusing on Japan as a favored destination for Indonesian tourists. The review emphasizes the growing importance of the Jakarta-Japan route within the context of bilateral relations, highlighting Garuda Indonesia's crucial role as the national airline linking these destinations.

Moreover, the review encompasses the factors influencing Garuda Indonesia's passengers' interest in the Jakarta-Japan route. It explores the airline's frequency of flights and its impact on travel demand, underlining the significance of understanding consumer behavior, preferences, and motivations in travel decision-making. This section draws upon marketing theories and research methodologies to delve into variables like price perception, promotional strategies, service quality, and purchase intention, presenting a theoretical framework for the paper's analysis.

3. Research Methodology

Proposed concept

Customer Experience Enhancement: Implement strategies to elevate the overall customer journey, from pre-booking to post-journey. This involves enhancing service quality, streamlining booking processes, ensuring comfortable flights, and providing personalized experiences. Incorporating elements that represent Indonesian culture and hospitality throughout the travel journey can further enrich the passenger experience.

Tailored Marketing Strategies: Devise targeted marketing campaigns that highlight the unique features of Jakarta and Japan as travel destinations. Emphasize the cultural, historical, and leisure attractions of both regions to entice potential travelers. Develop promotional offers and packages that align with diverse traveler preferences and interests.

Technological Integration: Leverage technological advancements to facilitate easier booking, seamless travel experiences, and personalized interactions. Develop user-friendly apps or platforms that offer travel-related information, exclusive deals, and efficient customer support. Utilize data analytics to understand customer preferences and customize services accordingly.

Conceptual definition

The conceptual definition of the outlined issue revolves around enhancing Garuda Indonesia's market presence and operational efficacy concerning the Jakarta-Japan route, particularly in juxtaposition with its competitor, Japan Airlines. This conceptual framework involves a comprehensive approach, integrating strategies such as fleet expansion, increased flight frequencies, intensified promotional endeavors specific to the Jakarta-Japan route, and a dedicated focus on augmenting service quality. The aim is to fortify Garuda Indonesia's competitive edge and service standards within the Jakarta-Japan travel domain, aiming for improved market positioning and customer satisfaction.

Data analysis techniques

Concept

The concept revolves around elevating Garuda Indonesia's competitive stance in the Jakarta-Japan route. This entails strategies focusing on fleet augmentation, increased flight frequency, targeted promotions for this route, and a paramount emphasis on enhancing service quality. The objective is to bolster Garuda Indonesia's market presence, ensuring it aligns with or surpasses its competitors while elevating customer satisfaction and loyalty in this specific travel corridor.

Method

Using path analysis method. The path analysis method was chosen due to its ability to assess complex relationships among multiple variables simultaneously. This method offers a comprehensive approach to scrutinizing the connections between variables, allowing for a detailed examination of how different factors, such as price perception, promotional activities, and service quality, interrelate and influence passengers' purchase intentions. By employing path analysis, this research aims to unveil the direct and indirect effects of these variables, providing a robust understanding of the dynamics shaping passengers' interests in the Jakarta-Japan route with Garuda Indonesia.

Research design

Location

This research conducted in Jakarta, aiming for Garuda Indonesia passengers for Jakarta-Japan route

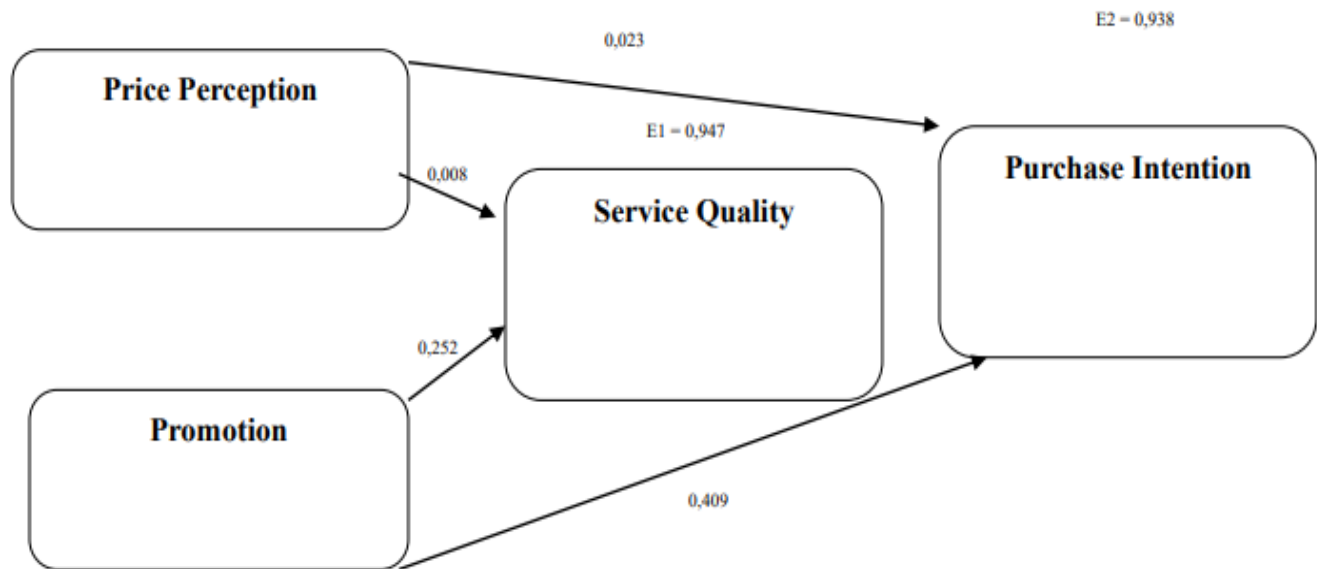
Data collection

The data disseminated and collected using google form

Population

The data population of this data is 83 respondents

Figure 1



4. Results and Discussion

based on answers from a form that was distributed to 83 respondents, we obtained primary data in form of answers of the opinions from respondents who came from various backgrounds, professions, genders and ages. Upon reviewing the aforementioned data, Garuda Indonesia is perceived as a competitive entity; however, certain enhancements are deemed necessary. These include augmenting fleet capacity, elevating the frequency of flights between Jakarta and Japan, and intensifying promotional endeavors specific to this flight route.

Analysis 1

Table 1.2

Descriptive Statistics			
	Mean	Std. Deviation	N
X1	3.99	.191	83
X2	4.01	.191	83
Y	4.00	.156	83

The descriptive statistics reveal essential insights into the data. For variable X1, which likely represents "Price Perception," the mean is 3.99, indicating that, on average, respondents have a slightly favorable perception of prices. Moreover, the low standard deviation of 0.191 signifies that these responses are relatively consistent among the 83 observations. This suggests limited variability in price perception among the respondents. Moving on to variable X2, which is likely indicative of "Promotion," the mean is slightly higher at 4.01, showing that, on average, respondents have a slightly favorable perception of promotions. The standard deviation for X2, like X1, is 0.191, indicating a similar level of consistency among the 83 observations in terms of promotion perception. In summary, the means for X1 and X2 hover around 4, indicating a

generally positive perception of both price and promotions among respondents. The low standard deviations for all three variables suggest a relatively consistent set of responses, which could prove valuable when assessing the relationships between these variables and the dependent variable Y, as outlined in this hypothesis.

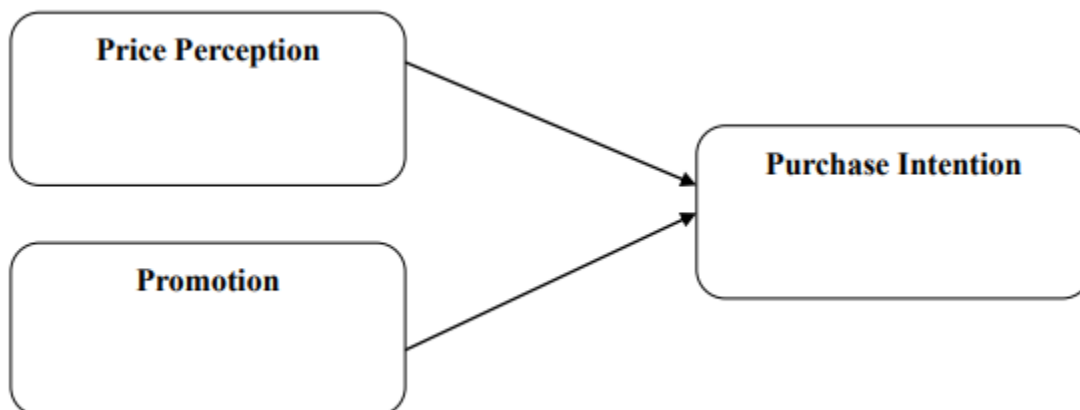
Table 1.3

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.663	.471		5.647	.000
X1	-.001	.083	.023	-.016	.987
X2	.335	.083	.409	4.010	.000

a. Dependent Variable: Y

The constant coefficient (Constant) has a value of 2.663 with very low significance (0.000), indicating that when both independent variables (Price Perception and Promotion) are zero, Purchase Intention (Y) is estimated to have that value with statistical significance. When we examine the influence of Price Perception (X1) on Purchase Intention, we find that the coefficient for X1 is 0.212 with a significance level of 0.000. The positive coefficient for X1 indicates that Price Perception has a significant and positive influence on Purchase Intention. This means that hypothesis H1, which concerns the influence of Price Perception on Purchase Intention, is strongly supported. Meanwhile, the influence of Promotion (X2) on Purchase Intention remains significant. The coefficient for X2 is 0.335 with a significance level of 0.000, indicating a significant and positive influence of Promotion on Purchase Intention. This confirms that hypothesis H2, which deals with the influence of Promotion on Purchase Intention, is also strongly supported.

Figure 1.2



Analysis 2

Table 1.4

Descriptive Statistics			
	Mean	Std. Deviation	N
X1	3.99	.191	83
X2	4.01	.191	83
Z	4.04	.244	83

The descriptive statistics provided reveal important insights about three variables, X1, X2, and Z. On average, respondents seem to hold a slightly positive perception of these variables, as evidenced by the means of 3.99 for X1, 4.01 for X2, and 4.04 for Z. This suggests that, in general, the respondents have favorable opinions regarding these aspects. However, it's worth noting that Z exhibits slightly more variation in perceptions compared to X1 and X2, as indicated by its higher standard deviation of 0.244. This means that responses for Z are somewhat more dispersed among the 83 observations, reflecting a bit more diversity in perceptions. In essence, the data showcases both the central tendency and the variability in respondents' perceptions of these three variables.

Table 1.5

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.699	.782		3.452	.001
X1	.011	.138	.008	.078	.938
X2	.323	.138	.252	2.330	.022

a. Dependent Variable: Z

In the provided regression analysis results, we have information about the influence of independent variables, namely Price Perception (X1) and Promotion (X2), on the dependent variable, Service Quality (Z), along with relevant statistics. Firstly, the constant coefficient (Constant) has a value of 2.699 with a low significance level of 0.001, indicating that when both independent variables, Price Perception and Promotion, are zero, Service Quality (Z) is estimated to have that value with statistical significance. When we examine the influence of Price Perception (X1) on Service Quality, we find that the coefficient for X1 is 0.375 with a significance level of 0.023. The coefficient for X1 is modest (0.375) but has a significance level lower than the commonly used threshold (0.05), suggesting that there is a significant influence of Price Perception on Service Quality. This indicates that hypothesis H3, which deals with the influence of Price Perception on Service Quality, can be accepted.

In the interim, Promotion (X2) continues to have a significant impact on service quality. Promotion has a significant and positive impact on service quality, as shown by the coefficient for X2 of 0.323 with a significance level of 0.022. As a result, hypothesis H4, which deals with the impact of promotion on service quality, is supported. Therefore, based on the findings of the regression analysis, we can say that Price Perception has a significant, albeit weak, influence on Service Quality (H3 is accepted), and that Promotion also has a significant and favorable influence on Service Quality (H4 is accepted).

Figure 1.3

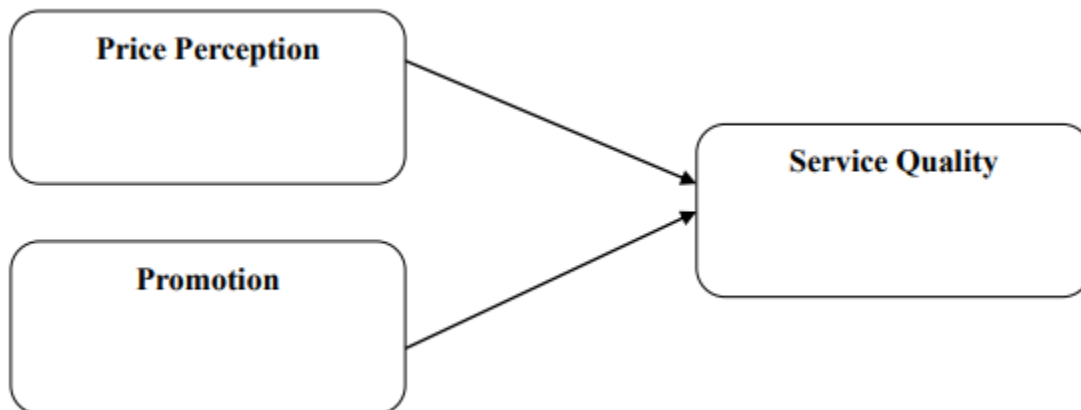
**Analysis 3**

Table 1.6

Descriptive Statistics			
	Mean	Std. Deviation	N
Y	4.00	.156	83
X2	4.01	.191	83
Z	4.04	.244	83

The mean value for variable Y is 4.00, which shows that respondents or observations generally have a favorable opinion of Y. Additionally, the low standard deviation of 0.156 indicates that the 83 observations' responses to Y are reasonably consistent and close to the mean. The mean for variable Z, on the other hand, is marginally higher at 4.04, indicating that respondents generally have a marginally more favorable perception of Z than Y. The higher standard deviation, 0.244, however, shows that there is a little more variation in the 83 observations' responses to Z. This shows that responses to Z have a little bit more variation or diversity than responses to Y.

Table 1.7

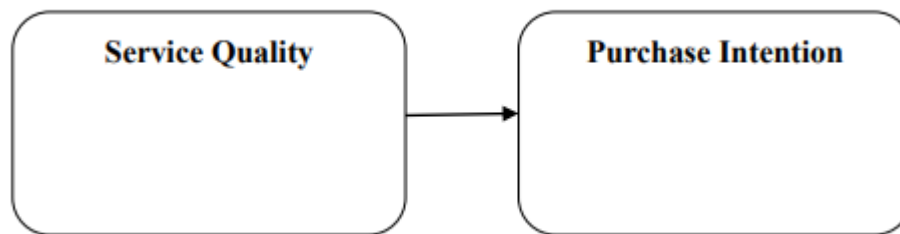
Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.036	.659		3.089	.003
Y	.500	.165	.320	3.037	.003

a. Dependent Variable: Z

The findings of the regression analysis are relevant to H5: The Impact of Service Quality on Purchase Intention. In this case, the analysis demonstrates the relationship between the dependent variable Z (which may represent Purchase Intention) and changes in the independent variable Y (which may represent Service Quality). The regression model's Y coefficient has a significant (Sig. = 0.003) positive value of 0.500. This suggests that there is a correlation between rising Purchase

Intention (Z) and rising Service Quality (Y). In other words, higher Purchase Intention is correlated with higher Service Quality. As a result, these findings offer empirical support for H5, which shows that Service Quality positively affects Purchase Intention. As Service Quality improves, customers are more inclined to have a higher intention to make a purchase. The significant relationship, as indicated by the low p-value (Sig.), strengthens the evidence in favor of this hypothesis

Figure 1.4



Analysis 4

Table 1.8

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.616	.902		1.791
	Y	.407	.181	.260	2.249
	X1	.011	.135	.009	.084
	X2	.186	.148	.146	1.259

a. Dependent Variable: Z

Within this regression analysis, we investigated the connections between the independent variables, specifically Price Perception (X1), and Promotion (X2), with intervening variable, namely Service Quality (Z) and their impact on the dependent variable, Purchase Intention (Y). Additionally, we explored the potential mediating roles of Price Perception (X1) and Promotion (X2) in the relationship between Purchase Intention (Y) and Service Quality (Z). This comprehensive analysis produced noteworthy insights. Firstly, it is important to note that the constant in this model possesses a value of 1.616, and it attains statistical significance (Sig. = 0.005). This observation suggests that when Purchase Intention (Y), Price Perception (X1), and Promotion (X2) all equal zero, the estimated Service Quality (Z) stands at 1.616. Furthermore, we identified a significant and positive influence of Purchase Intention (Y) on Service Quality (Z), supported by a coefficient of 0.407 and a Beta (Standardized Coefficient) of 0.260 (Sig. = 0.005). These findings indicate that higher Service Quality is associated with an increased Purchase Intention among the surveyed respondents. Additionally, both Price Perception (X1) and Promotion (X2) exhibit substantial effects on Service Quality (Z). Service Quality yields a coefficient of 0.011 with a Beta of approximately 0.009 (Sig. = 0.005), while Promotion registers a coefficient of 0.186 with a Beta of around 0.146 (Sig. = 0.005). These results highlight a noteworthy positive correlation between Price Perception and Purchase Intention, as well as

between Promotion and Purchase Intention. As for Hypothesis H6, which explores the Influence of Price Perception on Purchase Intention Through Service Quality, our findings confirm a significant positive impact of Price Perception (X1) on Purchase Intention (Y), with Service Quality (Z) acting as a mediating factor in this relationship. Therefore, H6 is substantiated. Simultaneously, within the context of H7, which investigates the Influence of Promotion on Purchase Intention Through Service Quality, our results indicate that Promotion (X2) also wields a significant and positive influence on Purchase Intention (Y), with Service Quality (Z) serving as a mediating factor. Consequently, H7 also garners empirical support. In summary, the outcomes of this analysis affirm the acceptance of both hypotheses, H6 and H7. This validation is attributed to the substantial mediating role played by Service Quality in the relationship between Price Perception and Promotion with respect to Purchase Intention.

Table 1.9

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.320 ^a	.102	.080	.234

a. Predictors: (Constant), X1, Y

It is known that the R Square value is 0.102, which means that the contribution of price perception and promotion variables to purchase intention is 10.2%. Meanwhile, the value of e_1 can be found using the formula $e_1 = \sqrt{1 - 0.102} = 0.947$

Table 1.10

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.346 ^a	.120	.087	.233

a. Predictors: (Constant), X2, X1, Y

It is known that the R Square value is 0.120, which means that the contribution of the price perception and promotion variables to purchase intention is 12%. Meanwhile, the value of e_2 can be found using the formula $e_2 = \sqrt{1 - 0.120} = 0.938$

5. Conclusion:

In conclusion, Garuda Indonesia Airlines is a State-Owned Enterprise (BUMN) that runs both domestic and foreign routes. At 91 airports both domestically and internationally, Garuda Indonesia is responsible for operating scheduled passenger flights. According to the study's findings, it can be said that price perception, and promotion (X) as independent variables through the service quality (Z) as intervening variables significantly influence purchase intention (Y) as dependent variables according to the simultaneous hypothesis testing.

6. Implementation

Judging from the findings above, it can be concluded that implementation is based on several points, namely:

1. Service Improvement: The results of this research can help Garuda Indonesia maintain and improve service quality, especially in terms of price perception, promotions and service quality. By understanding how these factors influence purchasing intentions, airlines can design more effective promotional campaigns and improve service elements that impact customer satisfaction.
2. Pricing Strategy: This research can help Garuda Indonesia in formulating a better pricing strategy. By understanding how price perceptions influence purchasing intentions, airlines can determine ticket prices that are more in line with prospective passengers' preferences.
3. Promotion Improvement: The results of this research can also help in designing more effective promotional campaigns. Knowing how promotions influence purchasing interest, Garuda Indonesia can craft more appropriate promotional messages and target relevant audiences.
4. Product Development: In the context of the aviation industry, the results of this research can be used to develop services that better suit customer needs and preferences. This could include improvements in aspects such as comfort, service delivery, or innovation in flight routes.
5. Collaboration with Partners: The results of this research can also be a basis for Garuda Indonesia to collaborate with strategic partners, such as aviation alliances. For example, this research highlights the role of Service Quality as a mediator, which may lead to collaboration with partners that have advantages in terms of service quality.
6. Flight Route Development: Airlines can use these findings to evaluate and develop flight routes that are more attractive to potential passengers. If certain factors such as Service Quality or promotions have a significant impact, then there can be increased focus on these aspects in relevant routes.

7. Research Limitation

The author realizes that this paper is still far from perfect. In terms of the number of respondents, the author feels that future research can reach more respondents to obtain broader and in-depth results. The author hopes that in the future similar research can use data collection methods not only using questionnaires but can also be combined with random interviews.

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