

The Influence Of Price, Brand Image And Brand Awareness On Consumer Buying Interest In Super Air Jet Airlines (SAJ)

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Abstract : This study set out to ascertain and evaluate how price, brand image, and brand awareness affected consumers' propensity to purchase. A descriptive design was employed together with a quantitative research methodology. Through an online poll, information was gathered from Super Air Jet consumer who reside in the Jabodetabek region. Based on predetermined criteria, 97 respondents were chosen by the purposive sample approach. To investigate the association between the variables, SPSS software was used to perform multiple linear regression analysis. According to the study, consumer interest in buying Super Air Jet tickets is favorably influenced by price, brand awareness, and brand image.

Keywords: Price, Brand Image, Brand Awareness, Consumer Buying Interest, Super Air Jet Airline.

INTRODUCTION

The growing public demand for transportation is causing a sharpening of the rivalry on a global scale in the mass transit sector, particularly in the aviation business. Because it forms the foundation of so many different economic sectors, transportation plays a critical role in moving the economy. Air travel is one of the most widely used forms of transportation. In the aviation sector, marketing is frequently employed as a tactic to present goods and services to the general public. This includes creating distinctive, long-lasting solutions for the low-cost airline business model.

Low-cost airlines are airlines that offer low fares by reducing some passenger services. Currently, the global aviation industry is undergoing a prolonged liberalization process, which precedes the emergence of new trends in aviation. Super Air Jet (SAJ) is a new domestic airline established in March 2021 and wholly owned by local investors. Super Air Jet aims to provide safe, comfortable and affordable flights for passengers in Indonesia. Although newly established, Super Air Jet has been working to build a strong reputation in the aviation industry by emphasizing service quality and operational efficiency.

In today's fierce competition, ticket prices play an important role in consumer decisions. However, besides price, brand image and brand awareness are also crucial factors in attracting consumer to make purchases. Airlines with a good and widely recognized brand reputation find it easier to build consumer trust and loyalty. Therefore, to remain competitive and successful in this dynamic market, airlines must focus on three important elements: price, brand image and brand awareness.

Consumer buying interest to purchase a product or service is driven by their desire to own the product. Price is a significant factor in this decision, as it is one of the main components of sales. Brand image also affects consumer buying interest. Kenneth & Donald (2018) define brand image as a representation of consumers' feelings towards a particular organization, product, or product line. Brand awareness is an additional factor that also affects consumer

buying interest, where brand awareness is the first memory consumers have of a particular brand that they find useful.

However, there is an issue with pricing and consumer buying interest, where consumers tend to compare airfares with other airlines offering similar routes. If Super Air Jet prices are higher without offering significant added value, consumer interest may wane. For example, if the ticket price of a low-cost carrier (LCC) such as Lion Air is still cheaper, many consumer would prefer Lion Air over Super Air Jet. In addition, Super Air Jet's poor brand image can also reduce consumer buying interest. According to Agung Nugroho (2023) quoted in Megapolitan Pos, stated a negative perception regarding very poor service and time delays or delays. If the service provided does not match expectations, this can damage the brand's reputation and reduce purchase intention. In addition, the issue of Super Air Jet's brand awareness is also a challenge, especially if consumers have inconsistent or negative experiences. Negative testimonials and reviews on review sites and social media can influence consumers perceptions.

Basically, a number of elements including price, brand image, and brand awareness shape consumer buying interest. Other elements that may influence purchasing decisions are not included in this research analysis. Given the discrepancies in the results of previous research on the relationship between price, brand image, and brand awareness on consumer buying intention, as well as the many negative testimonials and reviews on review sites and social media regarding SAJ. So this study aims to re-evaluate these relationships, especially among consumers of Super Air Jet airlines. Therefore, this study is entitled "The Effect of Price, Brand Image, and Brand Awareness on Consumer Purchase Intention of Super Air Jet (SAJ) Airline".

Research Questions

1. Does the price of Super Air Jet tickets impact consumers desire to purchase them?
2. Does brand image of the Super Air Jet brand influence consumers interest in buying tickets?
3. Does consumers brand awareness of Super Air Jet influence their decision to purchase tickets?
4. Do the combined factors of price, brand image, and brand awareness influence consumers purchase intention to buy Super Air Jet tickets?

Research Objectives

1. To determine the influence of price on the purchasing interest of Super Air Jet..
2. To examine the impact of brand image on consumer interest in purchasing Super Air Jet tickets.
3. To determine how brand awareness influences consumers' desire to buy Super Air Jet tickets.
4. To look into how pricing, brand awareness, and brand image all work together to Influence consumers' desire to buy Super Air Jet tickets.

LITERATURE REVIEW

Management Definition

Management is a process that aims to achieve predetermined goals through cooperation. This process requires basic knowledge, the ability to analyze situations, conditions, and human resources, as well as planning related activities. Prima Widiyanto (2023) states that each management has different abilities in achieving organizational goals desired by top

management as well as expectations to meet passenger expectations. According to Hasibuan (2011), management plays an important role in organizing various activities, both in households, schools, cooperatives, foundations, and government.

Air Transportation Management

In a book by Astri Rumondang Banjarnaho (2021) entitled “Air Transportation Management,” air transportation management is explained as the process of managing and moving goods or people from one location to another using vehicles capable of flying in the air and atmosphere to the desired destination.

Marketing Management

Marketing management is a series of activities planned and implemented by the company using strategies and expertise to set plans. According to Tjiptono (2016: 63), marketing management involves how companies prepare, determine, and distribute products, services, and ideas to meet targeted market needs.

Marketing

Marketing is a key factor in business success centered on consumer wants and needs to achieve sales targets and support business growth. Consumers tend to consider various product options, quality, brand, and location before making a purchase decision. Before deciding to buy, consumers will first feel buying interest (Kotler, 2013). Purchase interest in a product arises after consumers go through a thought process that is influenced by their perceptions of the brand and the surrounding environment, which then forms views on price, brand image, and brand awareness.

Price

Basri Fahriza (2023) asserts that pricing is a piece of information that, once consumers perceive the thing being sold, might motivate them to take further action. Price is defined by Kotler and Armstrong (2018) as the amount of money that consumers trade in order to obtain a good or service. Price is, generally speaking, the cost incurred to acquire an item or service.

Brand Image

A brand's overall perception is known as its brand image, and it is shaped by the experiences and knowledge of its consumer. Suharto Abdul Majid (2022) asserts that consumer perceptions of the brand are reflected in the company's brand image. Consumer perceptions of a brand, brand strategy management, and initiatives to keep the brand fresh in consumer's memories (Tjiptono & Anastasia Diana, 2020).

Brand Awareness

Aaker (2020) defines brand awareness as the ability of consumers to recognize or remember certain brands in certain product categories. Brands with a high level of awareness have a greater chance of achieving long-term success in a competitive market.

Consumer Buying Interest

Consumer buying interest is the desire to own a product that arises when consumers are influenced by the quality and information about the product. According to Durianto et al. (2003), buying interest reflects consumers' intention to buy a particular product, including the desired quantity within a certain period of time.

RESEARCH METHODOLOGY

This study uses a descriptive design and a quantitative methodology. The approach is gathering and evaluating information using questionnaires that participants fill out in order to assess how factors X1 (Price), X2 (Brand Image), and X3 (Brand Awareness) affect Y (Consumer Buying Interest). Purposive sampling, or the purposeful choosing of participants, is the sample technique that was selected. Users of Super Air Jet services in Jabodetabek are

the target population. Using a 10% margin of error and the Lameshow formula, 97 respondents made up the sample size. Multiple linear regression analysis was used in SPSS Version 29 data analysis to evaluate the study hypothesis.

RESULTS AND DISCUSSION

Super Air Jet was founded in March 2021 with the intention of taking advantage of the vast prospects present in the domestic aviation sector. On June 30, 2021, the airline received its operations license from the Ministry of Transportation in Indonesia. That same year, had served eleven destinations across Indonesia. The airline is financially backed by Rusdi Kirana, founder of Lion Air Group, and is led by Ari Azhari who previously served in Lion Air Group. Super Air Jet adopts a budget-friendly business model and focuses on direct aimed for the millennial age, in between Indonesian islands. The airline operated flights from Jakarta to six cities at the beginning of its operations: Batam, Medan, Padang, Palembang, Pekanbaru, and Pontianak. Tiger Air Australia and IndiGo Airlines provided three used Airbus A320-200 aircraft to Super Air Jet when it first began operations. The airline's inaugural flight started on August 6, 2021 on the Jakarta-Medan and Jakarta-Batam routes, after a month-long delay due to COVID-19 pandemic restrictions.

Company Vision

Encourage the younger generation to achieve greater heights.

Company Mission

By offering safe, reliable and affordable air transportation connectivity around the world.

Analysis Descriptive Statistics

Descriptive statistics is a method used to summarize and explain the data as it is without making generalizations about the wider population (Sugiyono, 2020). To understand the data, the authors calculated descriptive statistics for variables such as price, brand image, brand awareness, and consumer buying interest. These statistics include the mean, maximum value, minimum value, and standard deviation. A summary of the data can be seen in Table 4.1.

Results of Tests for Descriptive Statistics, Table 4.1

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X1	97	11.00	20.00	17.1649	2.19697
X2	97	12.00	20.00	17.7216	1.94584
X3	97	30.00	50.00	44.3093	4.59248
Y	97	24.00	40.00	35.4330	3.54996
Valid N (listwise)	97				

Descriptive Analysis of Price (X1)

With an average price of 17.1649 and a standard deviation of 2.19697, the Brand Image variable has a minimum value of 11 and a maximum value of 20.

Descriptive Analysis of Brand Image (X2)

With an average brand image of 17.7216 and a standard deviation of 1.94584, the Brand Image variable has a minimum value of 12 and a maximum value of 20.

Descriptive Analysis of Brand Awareness (X3)

With an average brand awareness of 44.3093 and a standard deviation of 4.59248, the Brand Awareness variable has a minimum value of 30 and a maximum value of 50.

Descriptive Analysis of Consumer Buying Interest (Y)

With a minimum value of 24 and a maximum value of 40, the Consumer Buying Interest Variable (Y) has an average value of 35.4330 and a standard deviation of 3.54996.

Validity Test

If the statements in a survey accurately reflect the subject being assessed, then the survey is deemed legitimate. A correlation study was performed using the degree of freedom (Df) = (N-2) and the r value at the 5% significance level to ascertain the validity of the instrument. The following is how validity is assessed: a. The questionnaire item is deemed legitimate if the computed r value exceeds the r table. b. The questionnaire item is deemed invalid if the computed r value is less than the r table.

Table 4.2: Price (X1) Validity Test Results

Statement Item	R value	R table	Result	Description
X1.1	.860	.1996	R-Count > R-Table	valid
X1.2	.889	.1996	R-Count > R-Table	valid
X1.3	.844	.1996	R-Count > R-Table	valid
X1.4	.823	.1996	R-Count > R-Table	valid

Table 4.2 demonstrates the validity of the price variable by showing that all computed R values are greater than the crucial R value of 0.1996.

Table 4.3: Brand Image (X2) Validity Test Results

Statement Item	R value	R table	Result	Description
X2.1	.798	.1996	R-Count > R-Table	valid
X2.2	.816	.1996	R-Count > R-Table	valid
X2.3	.855	.1996	R-Count > R-Table	valid
X2.4	.850	.1996	R-Count > R-Table	valid

Due to the fact that all computed R values are greater than the crucial R value of 0.1996, Table 4.3 demonstrates the validity of the brand image variable.

Table 4.4: Brand Awareness (X3) Validity Test Results

Statement Item	R value	R table	Result	Description
X3.1	.721	.1996	R-Count > R-Table	valid
X3.2	.804	.1996	R-Count > R-Table	valid
X3.3	.766	.1996	R-Count > R-Table	valid
X3.4	.781	.1996	R-Count > R-Table	valid
X3.5	.807	.1996	R-Count > R-Table	valid
X3.6	.764	.1996	R-Count > R-Table	valid
X3.7	.790	.1996	R-Count > R-Table	valid
X3.8	.776	.1996	R-Count > R-Table	valid
X3.9	.791	.1996	R-Count > R-Table	valid
X3.10	.809	.1996	R-Count > R-Table	valid

Due to the fact that all computed R values are greater than the crucial R value of 0.1996, Table 4.4 demonstrates the validity of the brand awareness variable.

Table 4.5 Results of the Consumer Buying Interest (Y) Validity Test

Statement Item	R value	R table	Result	Description
Y.1	.837	.1996	R-Count > R-Table	valid
Y.2	.733	.1996	R-Count > R-Table	valid
Y.3	.759	.1996	R-Count > R-Table	valid
Y.4	.771	.1996	R-Count > R-Table	valid
Y.5	.804	.1996	R-Count > R-Table	valid
Y.6	.798	.1996	R-Count > R-Table	valid
Y.7	.754	.1996	R-Count > R-Table	valid
Y.8	.767	.1996	R-Count > R-Table	valid

Table 4.5 shows that the consumer buying interest variable is valid, because all calculated R values are higher than the critical R value of 0.1996.

Reliability Test

Reliability test is used to evaluate the consistency of the questionnaire. A reliable questionnaire will produce similar results when reused under the same conditions. To measure the level of reliability, SPSS 29 provides a statistical tool called Cronbach's Alpha (α).

Table 4.6 Reliability Test Results

No	Variabel	Alpha Minimum	Cronbach's Alpha	Description
1	Price (X_1)	.60	.875	reliable
2	Brand Image (X_2)	.60	.849	reliable
3	Brand Awareness (X_3)	.60	.929	reliable
4	Consumer Buying Interest (Y)	.60	.906	reliable

Table 4.6 shows the reliability test results for all statements. Because the Cronbach's Alpha value for each statement exceeds the minimum limit set, namely 0.60, all variable statements in this table are considered reliable.

Classical Assumption Test

Normality Test

The purpose of the normality test, according to Ghazali (2018: 145), is to determine if the distribution of the independent and dependent variables in the regression model is normal. The accuracy of the findings of the statistical tests may decline if these variables are not regularly distributed. This normality test is used to evaluate the data distribution of the variables involved in the study. The method used for the normality test is the Kolmogorov-Smirnov test, which states that :

**Table 4.7 Normality Test Results
One Sample Kolmogorov Smirnov Test**

Unstandardized Residual		
N		
Normal Parameters ^{a,b}		97
	Mean	0
Most Extreme Differences	Std. Deviation	1
	Absolute	.084
	Positive	.084
	Negative	-.063
Kolmogorov Smirnov Z		.828
Asymp. Sig. (2-tailed)		.479

- a. Test distribution is Normal.
- b. User-Specified
- c. Based on 10000 sampled tables with starting seed 334431365.

Asymptotic value or Sig value. The residual values of the variables in this study are shown by the Kolmogorov-Smirnov normality test, which is presented in Table 4.7, with a Sig (2-tailed) of 0.479 meet the normality requirements. Because the Sig. value of 0.479 is greater than 0.05, it can be concluded that the data follows a normal distribution.

Heteroscedasticity Test

To find out if there is an inequality in residual variance between observations in the regression model, do the heteroscedasticity test. The desired result is the absence of heteroscedasticity. The Glejser test is one method to detect heteroscedasticity.

H0: Heteroscedasticity is indicated if the significance value (Sig) is less than 0.05.

Ha: There is no evidence of heteroscedasticity if the significance value (Sig) is greater than 0.05. Table 4.8 displays the heteroscedasticity test findings.

Table 4.8: Results of the Heteroscedasticity Test
Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Models		B	Std. Error	Beta		
1	(Constant)	3.692	1.324		2.788	.006
	X1	-.127	.075	-.218	-	.091
					1.709	
	X2	-.185	.098	-.280	-	.062
					1.887	
	X3	.067	.046	.240	1.442	.153

Dependent Variable : ABS_RES

Heteroscedasticity Test Results for Variable Price (X1)

The Heteroscedasticity test results for the Price variable show therefore, with a Sig. value of 0.091, more than 0.05, Ha is accepted and H0 is denied. This indicates that the regression model does not show any signs of heteroscedasticity.

Heteroscedasticity Test Results for Variable Brand Image (X2)

The Heteroscedasticity test results for the Brand Image variable show therefore, with a Sig. value of 0.062, more than 0.05, Ha is accepted and H0 is denied. This indicates that the regression model shows no signs of heteroscedasticity.

Heteroscedasticity Test Results for Variable Brand Awareness (X3)

The Heteroscedasticity test results for the Brand Awareness variable show therefore, with a Sig. value of 0.153, more than 0.05, Ha is accepted and H0 is denied. This indicates that the regression model shows no signs of heteroscedasticity.

Test of Multicollinearity

If there is a perfect or nearly perfect linear link between the independent variables in the regression model, the multicollinearity test employs the Variance Inflation Factor (VIF) measure to assess if multicollinearity occurs. VIF values greater than 10 indicate the presence of multicollinearity, while VIF values less than 10 indicate the absence of multicollinearity.

Table 4.9 Multicollinearity Test Results
Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance VIF
1	(Constant)	3.901	1.887		2.067	.042	
	X1	.579	.106	.358	5.448	<.001	.610 1.640
	X2	.487	.140	.267	3.484	<.001	.449 2.228
	X3	.293	.066	.379	4.418	<.001	.359 2.785

Y, the dependent variable

According to Table 4.9's multicollinearity test findings, where the VIF values for Price (X1), Brand Image (X2), and Brand Awareness (X3) are between 0.10 and 10, it can be concluded that there is no indication of multicollinearity. In other words, the model has met the requirements in the multicollinearity test.

Multiple Linear Regression Analysis

This research applied multiple linear regression analysis to determine the nature and direction of the relationship between the independent and dependent variables.

Table 4.10 Multiple Linear Regression Analysis Results
Coefficients^a

Models		Unstandardized Coefficients		Standardized Coefficients		Unstandardized Coefficients	
		B	Std. Error	Beta	t	Sig.	
1	(Constant)	3.901	1.887		2.067	.042	
	X1	.579	.106	.358	5.448	<.001	
	X2	.487	.140	.267	3.484	<.001	
	X3	.293	.066	.379	4.418	<.001	

Dependent Variable : Y

The regression equation model can be explained as listed in the data in Table 4.10.

$$Y = 3,901 + 0,579X_1 + 0,487X_2 + 0,293X_3$$

Constant Coefficient Value

The constant coefficient value of 3.901 is positive, This shows that in the event that none of the variables Price (X1), Brand Image (X2), and Brand Awareness (X3) exist, then Consumer Buying Interest (Y) will be 39.01 units.

Price Coefficient Value (X1)

The coefficient of the Price variable (X1) is positive at 0.579, which indicates that Price is positively related to Consumer Buying Interest. This indicates that a price rise of one unit will result in a 0.579-unit increase in buying interest.

Brand Image Coefficient Value (X2)

The coefficient of the Brand Image variable (X2) of 0.487 shows a positive relationship between Brand Image and Consumer Buying Interest. Each one unit increase in Brand Image will result in an increase in buying interest of 0.487 units.

Brand Awareness Coefficient Value (X3)

The coefficient of the Brand Awareness variable (X3) of 0.293 indicates a positive relationship between Brand Awareness and Consumer Buying Interest. This indicates that there will be a 0.293 unit rise in buying interest for every unit increase in brand awareness.

Coefficient of Determination Test

**Table 4.11: Results of the Coefficient of Determination Test
Synopsis of the Model**

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.869 ^a	.755	.747		1.78576

Predictors : (Constant), X3, X1, X2

Adjusted R-squared measures how effective the regression model is in explaining variations in the dependent variable by considering the number of independent variables used. Based on Table 4.11, Price, Brand Image, and Brand Awareness are the factors that the R-squared value of 0.755 suggests can explain 75.5% of the variation in Consumer Buying Interest, while the remaining 24.5% is influenced by other factors not examined in this study.

Hypothesis Testing**T-test (Partial)**

The t-test is used to assess the individual effect of Price (X1), Brand Image (X2), and Brand Awareness (X3) on Consumer Buying Interest (Y). The t-test's decision-making criteria are as follows:

The formula $df = n - k$, where the number of samples (n) = 97, the number of variables (k), and the T distribution table are used to compute the T-table value = 3, so $df = 97 - 3 = 94$. With a two-tailed test and $\alpha/2 = 0.025$, the T-table value is 1.98552.

**Table 4.12 Results of T-test (Partial)
Coefficients^a**

Models		Unstandardized Coefficients	Standardized Coefficients	Unstandardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.901	1.887		2.067	.042
	X1	.579	.106	.358	5.448	<.001
	X2	.487	.140	.267	3.484	<.001
	X3	.293	.066	.379	4.418	<.001

Dependent Variable : Y

Based on the calculations in Table 4.12, it can be concluded as follows:

With a T-count value of 5.448 above the T-table (1.985) and a Sig value for the Price variable (X1) of 0.001, less than 0.05, it may be concluded that H_a is accepted and H_0 is

rejected. This indicates that, while only to a limited extent, pricing has a favorable and significant impact on consumer buying interest.

Ha is approved and H0 is rejected because the Sig value for the Brand Image variable (X2) is 0.001, which is less than 0.05, or with a T-count value of 3.484, which is more than the Ttable (1.985). This indicates that, but not entirely, consumer buying interest is positively and significantly impacted by brand image.

For the Brand Awareness variable (X3), the T-count value of 4.418 is greater than the Ttable (1.985) and the Sig value is 0.001, which is less than 0.05, indicating that Ha is accepted and H0 is rejected. This means that Brand Awareness has a positive and significant influence on consumer buying interest, but only partially.

F-test (Simultaneous)

To ascertain if every independent variable concurrently has a substantial impact on the dependent variable, apply the F test. Based on the Sig value from the SPSS ANOVA result, the following choice is made for the simultaneous test:

H0: If the Sig value is greater than 0.05, it indicates that there is no simultaneous, significant effect from the independent variables (X) on the dependent variable (Y).

Ha: A substantial impact between the independent variables (X) concurrently on the dependent variable (Y) exists if the Sig value is less than 0.05.

Comparison between the F-table value (2.702 for a significance level of 5% or 0.05) and the F-count value:

H0: There is no significant influence of the independent factors on the dependent variable occurring at the same time if the F-count value is less than the F-table value.

Ha: When the F-count value exceeds the F-table value, it indicates that the independent factors are significantly influencing the dependent variable at the same time.

The degree of freedom (df) is calculated using the formula $df = n - k - 1$, where the number of samples (n) = 97 and the number of variables (k) = 3. As a result, the degree of freedom (df) = $97 - 3 - 1 = 93$, with a one-tailed test $\alpha = 0.05$, yielding an F-table value of 2.70 from the F distribution table.

Table 4.13 F-test Results (Simultaneous)

ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	913.243	3	304.414	95.459	<.001 ^b
	Residual	296.572	93	3.189		
	Total	1209.814	96			

a. Dependent Variabel : Y

It can be concluded that:

Less than 0.05, or a Sig value of 0.001, suggests that Ha is accepted and H0 is rejected. This indicates that the independent factors are significantly influencing the dependent variable at the same time.

95.459 is the F-count figure, which is greater than the F-table of 2.702, also indicates that Ha is accepted and H0 is rejected. This indicates that the independent variables simultaneously have a significant influence on the dependent variable.

In general, consumer buying interest is positively and significantly influenced by price, brand image, and brand awareness.

Discussion

Influence of Price, Brand Image, and Brand Awareness on Consumer Buying Interest
The simultaneous F-test reveals that price, brand awareness, and brand image combined have a positive and considerable impact on consumer buying interest. This is indicated by the F-count number, which is larger than the F-table. H4 is so acknowledged, which states that "Price, Brand Image, and Brand Awareness have a positive effect on consumer buying interest simultaneously."

Brand Image's Effect on Consumer Buying Interest

With a significance value of 0.001, which is less than 0.05, multiple linear regression analysis and the T test demonstrate that the price variable has a positive and substantial influence on consumer buying interest. This suggests that consumer buying interest is influenced by price. In a competitive market, price is a crucial factor in purchasing decisions, as consumers often compare prices and assess the value of products. Prices that are too high can cause consumers to switch, while prices that are too low can raise doubts about quality. Super Air Jet manages to offer competitive prices with good quality and service. Research by Lupiyohadi and Hamdani (2011) also supports that pricing strategies affect value and purchasing decisions. Therefore, to improve purchasing decisions, Super Air Jet must maintain reasonable prices without reducing benefits and service quality.

Brand Image's Effect on Consumer Buying Interest

With a significance value of 0.001, which is less than 0.05, multiple linear regression analysis and the T test demonstrate that brand image has a positive and significant influence on consumer buying interest. This means that brand image affects consumer buying interest. A positive brand image can increase trust and buying interest, as evidenced by Super Air Jet, which successfully attracts millennials by offering affordable and modern flights. Chalil (2020) also notes that a good brand image can influence purchasing decisions by shaping consumer perceptions. Therefore, it is important to maintain a strong and consistent brand image to build consumer loyalty and achieve a competitive advantage.

Brand Awareness's Effect on Consumer Buying Interest

With a significance value of 0.001, which is less than 0.05, multiple linear regression analysis and the T test demonstrate that brand awareness has a positive and substantial impact on consumer buying interest. This study concludes that brand awareness affects consumer buying interest. Brand awareness is important because it helps consumers recognize and feel more confident, thus increasing their likelihood of purchasing tickets. Super Air Jet has successfully implemented an effective digital marketing strategy to reach millennials through social media and promotion with influencers. Brand awareness relates to the ability of consumers to recognize a brand (Chusniartiningsih & Andjarwati, 2019), which affects purchasing behavior and sales potential based on brand communication and perception.

Conclusion And Implications

Conclusions

Data analysis revealed the following findings:

Pricing significantly and favorably influences consumer desire to purchase Super Air Jets.

Super Air Jet consumer interest in buying is positively and significantly impacted by brand image as well.

Consumer interest in buying Super Air Jett is significantly and favorably impacted by brand recognition.

In general, consumer buying interest is positively and significantly influenced by price, brand awareness, and brand image.

Put differently, favorable costs, a robust brand image, and a high degree of brand awareness can raise the probability that consumers will purchase a product. This result is in line with studies by Rifqi Febriansyah and Heni Nastiti (2023), which demonstrates that price, brand awareness, and brand image all have an impact on consumer buying interest at the same time.

Implications

The authors advise Super Air Jet to take the following actions based on the research findings:

Competitive Pricing Strategy : Keep prices attractive to consumers by considering offers or discounts to attract the attention of price-sensitive consumers.

Brand Image Enhancement : Continue to strengthen the brand image by improving consumers service quality, comfort, and flight efficiency.

Strengthening Brand Awareness : Enhance digital marketing campaigns, promotions, and cooperation with influencers to expand brand awareness.

Integrated Approach : Combining price strategy, brand image, and brand awareness together to increase consumer buying interest.

Effective Marketing Strategy : Utilize research results to design marketing policies and strategies that enhance competitiveness and consumers loyalty.

These recommendations aim to ensure competitive pricing, strengthen brand image, and increase brand awareness, thereby creating positive perceptions and increasing buying interest for Super Air Jet services.

Research Limitations

Some limitations in this study include:

Scope : The impact of variable X, which includes brand awareness, brand image, and price, on variable Y, or consumer buying interest, is the main focus of this study.

Time Frame : The data used in this study is limited to a three-month period, from May 2024 to August 2024.

Indicators Used : The research limits the number of indicators for each variable to between four and ten. For the Price variable, the indicators used include price affordability, price compatibility with service quality, competitive price, and relatively cheaper price compared to competitors. For the Brand Image variable, indicators include brand benefits, brand superiority, brand strength, and brand loyalty. For the Brand Awareness variable, the indicators used are brand uniqueness, brand personality, recall, brand recognition, future brand choice, repeated brand use, brand identity, consumer experience, and consumer involvement. As for the Consumer Buying Interest variable, the indicators used include interest in seeking information about brands, product selection, interest in using services, product considerations, consumer purchasing channels, desire to use services, consumer payment methods, and payment processes.

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