The Effect of Price Perceptions on Purchase Decisions for Lion Air Aircraft Tickets at Sultan Hasanudin Airport, Makassar

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Abstract

Lion Air airline implements a Low Cost Carrier policy for economy class or with a minimum standard of service. It is hoped that the Low Cost Carrier policy will have a positive effect on ticket purchasing decisions, because there is a perception in the community, especially users of airport services, that low prices are often identified with low service quality below standard, while people expect low prices but quality service. Conditions like this can certainly affect the decision to buy a ticket. The purpose of this study is to determine the effect of price perceptions on purchasing decisions for Lion Air airplane tickets at Sultan Hasanuddin Airport, Makassar. This research uses a quantitative approach. The population in this study are Lion Air airline service users and the sampling technique in this study uses a probability sampling technique. Data collection techniques in this study used questionnaires with a total sample of 100 respondents. Processing data in research using the SPSS 21 software program. The analytical methods used are validity test, reliability test, simple linear regression, t test and coefficient of determination. The results of the t test on the price perception variable t-count is 11.410 and t-table is 0.195 so that it shows t-count> t-table, so that H0 is rejected and Ha is accepted meaning that there is an influence of price perception (X) on purchasing decisions (Y) airplane tickets Lion Air at Sultan Hasanudin Airport Makassar. And the results of the coefficient of determination on the price perception variable is 57.1%, while the remaining 42.9% is explained by other variables outside this study. The results obtained in this study, namely the influence of price perceptions (X) on purchasing decisions (Y) for Lion Air flight tickets at Sultan Hasanudin Airport, Makassar, are known to be moderate correlation levels.

Keywords: Perceived Price, Purchase Decision, Lion Air

INTRODUCTION

The number of airlines that operate directly has created business competition. This will have an impact on airfare prices that vary on each flight route. Domestic airlines compete to attract potential buyers to use their services. The method used by airlines to attract potential passengers is usually through price. There are airlines that offer high prices with additional quality services such as providing food while on the plane, there are airlines that offer low prices with services that are in accordance with the applicable Service Operational Standards (SOP). This is done in order to attract potential buyers to use the services offered. So in addition to service, price is also an important factor in every decision making in buying a product or service.

Perceived price is the value contained in a price related to the benefits and owning or using a product. Price is the value of money that must be paid by consumers to sellers for the goods or services they buy. Competitive prices between companies will attract consumers. Consumers certainly expect low prices with the best quality. For this reason, companies must

offer the best choices at attractive prices to attract consumers. According to Kotler (2005:90) Purchasing decisions are actions of consumers to want to buy or not to the product.

Lion Air is the airline with the most number of route permits serving flights in Indonesia. Lion Air has recorded an average passenger growth of 2-5 percent until July 2020, prioritizing routes in big cities. Major routes that are still favorites include Jakarta, Medan, Padang, Batam, Palembang, Yogyakarta, Solo, Semarang, Surabaya, Makassar, Gorontalo, Ternate, Denpasar and Lombok (Jawa Pos, 2020). In carrying out its business in the field of air transportation, Lion Air operates a Low Cost Carrier policy for economy class or with a minimum standard of service. It is hoped that the Low Cost Carrier policy will have a positive effect on ticket purchasing decisions, because there is a perception in the community, especially users of airport services, that low prices are often identified with low service quality below standard, while people expect low prices but quality service. Conditions like this can certainly affect the decision to buy a ticket.

Based on the explanation above, it is very important to know the effect of price perceptions on the decision to purchase Lion Air flight tickets. Therefore researchers try to objectively and empirically analyze the effect of price perceptions on purchasing decisions for Lion Air airplane tickets so that researchers are interested in conducting a study entitled "The Effect of Perceived Prices on Purchase Decisions for Lion Air Aircraft Tickets at Sultan Hasanuddin Airport, Makassar". Based on the description on the background above, the following problem formulation can be taken: Is there any influence of price perceptions on the decision to purchase Lion Air airplane tickets at Sultan Hasanuddin Airport, Makassar? How much influence does price perception have on purchasing decisions for Lion Air airplane tickets at Sultan Hasanuddin Airport, Makassar? Based on the formulation of the problem above, the objectives of this study are as follows: To determine whether or not there is an influence of price perceptions on the decision to buy Lion Air airplane tickets at Sultan Hasanuddin Airport, Makassar. To find out how much influence price perception has on purchasing decisions for Lion Air airplane tickets at Sultan Hasanuddin Airport, Makassar.

Price Perception

According to Kotler and Armstrong (2011) quoted from Tjiptono (2015: 288), defines price as the amount of money requested for a product or a service. More broadly it can be said that price is the sum of all the values given by consumers to obtain benefits (benefits) for owning or using a product or service. Price is the main factor influencing consumers to buy. Indicators in price perception can be measured through the following indicators (Kotler, 2008): Price affordability, Lower prices than competitors, Price compatibility with product quality.

Buying Decision

According to Kotler (2005:90) Purchasing decisions are actions of consumers to want to buy or not to the product. According to Baedowi (2012: 42) says that indicators of purchasing decisions are as follows: Purchasing priorities, where a person prioritizes what is his own needs. Ease of getting/obtaining, where consumers get detailed information to obtain the desired product. Benefit considerations, consumers prioritize the quality of the product they want to buy. Confidence in buying, the individual's self-confidence arises in the product, giving rise to a decision (final process) to obtain it by an action called buying.

Research Hypothesis

The hypothesis is a temporary answer to the research problem formulation, where the research problem formulation has been stated in the form of a question sentence. The

hypothesis is said to be temporary because the answers given are only based on Sugiyono's theory (2015). The hypothesis that can be taken as follows:

- Ho: There is no significant influence between price perceptions on the decision to purchase Lion Air tickets at Sultan Hasanuddin Airport, Makassar.
- Ha: There is a significant influence between price perceptions on the decision to purchase Lion Air tickets at Sultan Hasanuddin Airport, Makassar.

RESEARCH METHOD

This study used a quantitative research method based on the philosophy of positivism, used to examine certain populations, collected data using a questionnaire, analyzed quantitative/statistical data, with the aim of testing established hypotheses (Sugiyono, 2018). The philosophy of positivism views that reality/symptoms/phenomena can be clarified, relatively fixed, concrete, observable, measurable, and the relationship of symptoms is causal:

$$n = \frac{z^2 . p\ (1-p)}{d^2}$$

Information:
n = Number of samples
Z = Z score at confidence / 95% confidence level = 1.96
p = maximum estimate of 0.5
d=sampling error=10% (0,1)

According to the formula, then n $= \frac{1,96.p\ (1-0,5)}{0,1^2}$ = 96,04 rounded up to 100 people. So, according to this formula, the number of samples used in this study was 100 people.

Data Collection Techniques

According to Sugiyono (2014) a questionnaire is an efficient data collection technique if the researcher knows with whom the variable will be measured and knows what can be expected from the respondent. Respondents are people who will be studied (sample). Questionnaires in the form of questions or written statements were distributed to all users of Lion Air airline services. Questionnaires distributed offline, namely in the form of a link. In the questionnaire there are statements or questions related to the influence of price perceptions on the decision to purchase airplane tickets at Sultan Hasanuddin Airport, Makassar.

Research Instruments

This study uses an offline questionnaire system that is given to people who meet the criteria. The results of the offline questionnaire were given a score to determine the effect of price perceptions on the decision to purchase airplane tickets at Sultan Hasanuddin Airport, Makassar. In this study the researcher made a questionnaire using statements and determined a Likert scale score, namely as follows: Strongly agree (SS) get a score of 5, Agree (S) get a score of 4, Neutral (N) get a score of 3, Disagree (TS) get a score 2, Strongly Disagree (STS) gets a value of 1.

Data Analysis
1. Instrument Test
   a. Validity test. The basis for decision-making used in the validity test is as follows:

1) The basis for decision making is done by comparing r_count (for each item seen in the corrected item total correlations column) with r_table for degree of fredom (df) = n-k, here n is the number of samples and k is the number of items. The value is based on the r_count and r_table values, as follows (Ghozali, 2005):
   a) If r_count > r_table, then the statement items are recognized as true (valid).
   b) If, r_count < r_table, then the statement item is recognized as invalid (invalid).
2) To decide whether or not an item is appropriate, you must use a correlation coefficient test at a significant level of 0.05, by looking at the significance value (Sig.):
   a) If the significance value is <0.05, it means that it is recognized as valid.
   b) If the significance value is > 0.05, it means that it is recognized as invalid
b. Reliability Test. The basis for making decisions on reliability tests can be seen below (Ghozali, 2005):
 1) If the Cronbach's alpha value is > 0.60, the questionnaire is considered valid
 2) If the Cronbach's alpha value is <0.60, the questionnaire is recognized as invalid
2. Hypothesis testing
   a. Simple Linear Regression Analysis. This analysis is used to determine the direction of the relationship between the independent variable which is price perception (X) and the dependent variable, namely purchasing decisions (Y), whether the value of the independent variable increases or decreases. A simple linear regression equation with 1 predictor can generally be formulated as (Sugiyono, 2018): Y'= a+b X
   Information:
   Y'=Predicted value
   a = Constant or if the price X = 0
   b = regression coefficient
   X = Independent variable value
   b. Partial Test (T Test). In this study, the partial test was used in partial testing for each variable. The results of the t test can be seen in the coefficient table in the significance column, here's how to see the significance value (Sig.):
   1) If the significance value <0.05 means that H0 is not accepted and Ha is accepted, then the price perception variable (X) has a significant effect on purchasing decisions (Y).
   2) If the significance value is > 0.05, it means that H0 is accepted and Ha is rejected, then the price perception variable (X) has no significant effect on the purchase decision variable (Y).
   c. Determination Coefficient Test. The coefficient of determination test is used to measure the ability of the model to create various kinds of dependent variables (Imam Ghozali, 2009). The greater the value of R, the more precise the regression model used. The following is the interpretation of the correlation coefficient:

Table 1. Interpretation of the Correlation Coefficient

Coefficient Intervals	Relationship Level
0,00-0,199	Very low
0,20-0,0399	Low
0,40-0,599	Currently
0,60-0,799	Strong
0,80-1,000	Very strong

Source: Sugiyono (2018)

d. Descriptive Test. According to Sugiyono (2018) descriptive statistics are statistics that are used to analyze data by describing and describing data that has been collected as it is without intending to draw conclusions that are used for general purposes or generalizations.

RESEARCH RESULTS AND DISCUSSION
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Based on the results of the hypothesis test (t test) carried out, it is known that the significant value is 0.000, which means that the significance value is <0.05 t. The calculated t value in the hypothesis test is 11.410 and the t table is 0.195. This shows that t count > t table. From the results of testing the hypothesis, it can be concluded that if the Ha hypothesis is accepted, then there is an effect of price perception on the decision to purchase Lion Air airplane tickets at Sultan Hasanuddin Makassar Airport and the H0 hypothesis is rejected, meaning that there is no influence of price perceptions on the decision to purchase Lion Air airplane tickets. at Sultan Hasanuddin Airport Makassar.

The results of simple regression analysis show that the regression coefficient X (b) = 0.844 with constant results (a) = 10.077 so that it is positive, this shows a unidirectional relationship between price perception variables (X) and purchase decisions (Y), meaning that price perceptions influence the decision to buy Lion Air tickets at Sultan Hasanuddin Airport, Makassar.

The Big Influence of Price Perceptions on the Decision to Purchase Lion Air Tickets at Sultan Hasanuddin Makassar Airport

Based on the analysis of the coefficient of determination (R^2), it is known that the coefficient of determination in this study is 0.571 or equal to 57.1%. This value means that the perceived price (X) has a moderate effect on the purchase decision (Y) as much as 57.1%. This also means that 42.9% at Sultan Hasanuddin Makassar Airport is influenced by other variables that are not included in this study.

CONCLUSION

The price perception variable (X) has a t count > t table value, namely 11.410 > 0.195 so H0 is rejected and Ha is accepted or it can be stated that the price perception variable (X) has a significant influence on purchasing decisions (Y) for Lion Air flight tickets at Sultan Airport Hasanuddin Makasar. The results of the coefficient of determination (R^2) show a value of 0.571, which means that the price perception variable (X) has a 57.1% influence on the decision to purchase Lion Air airplane tickets at Sultan Hasanuddin Makassar Airport and 42.9% purchase decisions Lion Air flight tickets at Makassar Sultan Hasanuddin Airport are influenced by other variables not included in this study.

Based on the conclusions that have been put forward, the authors suggest the following: For companies; Based on the results of research on Lion Air airline passengers, it is known that the price perception variable has a moderate influence on purchasing decisions by passengers. The highest score lies in the ticket prices for all domestic Lion Air routes that are easily accessible to anyone. And the lowest score lies in the price of Lion Air airline tickets in accordance with the perceived benefits, for this reason Lion Air airlines should be able to offer relatively cheaper prices and increase benefits for Lion Air passengers. Based on the results of research on Lion Air airline passengers, it is known that the purchasing decision variable with

the highest score lies in being very easy to buy Lion Air tickets. And the lowest score lies in being interested in buying Lion Air tickets based on TV ads, banners and baleho. This can happen because passengers are more interested in viewing and buying tickets on websites or online travel agents, it is better for Lion Air to increase sales promotions through websites or online travel agents. For other researchers; This research is expected to be useful for the development of air transportation management science, and broaden insight into the commercial aviation industry in Indonesia. With the limitations in this study, it is hoped that other researchers will be able to conduct similar research to find out 42.9% of the variables that influence purchase decisions by passengers and be able to use even more variables, so that more optimal results can be found.

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