Perceptions of Prices and Reference Groups in West Kalimantan Students on the Decision to Use Airplanes

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Abstract
In this era of progress, there are many phenomena that occur, which indicate a shift in behavior models in society where initially airplanes were only used by certain groups of people, but with the development of the times and the increasingly advanced world of technological developments, now airplanes can be enjoyed by all lines of society. Current conditions make marketers try to keep abreast of the development trend of increasingly changing consumer behavior. The purpose of this study was to look at the influence of reference group variables and price perceptions in West Kalimantan students on the decision to use airplanes. The approach used by researchers in this paper is a quantitative approach. where researchers conducted a study in the form of distributing questionnaires or questionnaires which were then filled in by respondents, namely students from the Province of West Kalimantan totaling 100 respondents. Then the data will be processed using data analysis in the form of a classical assumption test and several analytical techniques such as multiple linear regression equations, T-test, F-test to the Coefficient of Determination. The results of data processing show that price perceptions and reference groups in West Kalimantan students simultaneously have a significant influence on increasing the decision to use aircraft. Perceived prices and reference groups of West Kalimantan students partially have a significant influence on increasing the decision to use aircraft. With the results of testing the coefficient of determination, it shows that the variable influence of service quality and availability of facilities on passenger satisfaction is 0.448 (44.8%).
Keywords: Reference Group, Perceived price, Decision to Use

INTRODUCTION

At this time, the rapid development of the scientific method to achieve practical goals and transportation to realize the people's need for higher transportation coincides with the rapid migration of people. The high movement of people over transportation, makes people need transportation that is fast and has an economical price with satisfying service. At this time, airplanes have become a sophisticated, fast communication tool, as well as a symbol of social class for some people, which means that people should not only see airplanes from the point of view of their benefits, but as a tool or transportation that represents social class to their users. The growing business arena today, which is increasingly competitive and diverse, motivates business people or companies to make product breakthroughs that are more superior, so that they are able to compete with other competitors.

Along with the growth of today's transportation industry which is getting faster, it finally has an impact with the emergence of new means of transportation such as airplanes. Aircraft is a means of transportation that is heavier than air, has fixed wings, and can fly under its own power. This means of transportation also has a large enough carrying capacity depending on the type and has a high speed. In Indonesia, there are several airlines that compete in this business, such as Garuda Group (Garuda Indonesia & Citilink), Lion Group (Lion Air & Wings

Air), Sriwijaya Group (Sriwijaya Air & NAM Air), Batik Air, and other airlines. This condition resulted in intense competition among competitors, especially in the field of transportation.

The phenomenon that occurs shows that there is a shift in the model of behavior in society where initially airplanes were only used by certain groups of people, such as entrepreneurs and wealthy people, but with the development of the era and the increasingly advanced world of technological developments, now airplanes are not only used by certain people, now are increasingly mushrooming and all lines of society are able to use the current means of airplane transportation. The current conditions make marketers try to keep abreast of the development trend of consumer behavior which is increasingly changing along with the times.

Interpretation of consumer character is very vital for companies to know the character changes that occur in consumers. Consumer behavior in making purchasing decisions is influenced by several factors, such as price perceptions and reference groups. Perceived price has an influence when making purchasing decisions by consumers. Evidence showing that consumers pay attention to the prices paid by buyers or other customers. The price perception of a product leads to price information that consumers get from various information such as the media, both electronic and print media. According to Rangkuti (Ariyanti, 2021) price perception is the relative cost that consumers have to pay to get the product or service they want.

A reference group is a group of people who are considered a source of information or a reference for someone in making decisions. Reference groups can consist of friends, family, or co-workers who are considered a trusted source and have influence in one's decision making. Purchasing decision making can be influenced by several factors, such as motivation, trusted value, trusted risk, and social influence. In making purchasing decisions, one can also use several strategies, such as finding out about the products or services offered, comparing prices, and seeking information from trusted sources.

In this study, the researcher chose the title: The reason for choosing that title is because currently citizens rely on the use of aircraft, not only as a means of transportation, airplanes are also widely used by the public for the purposes of sending goods or cargo. Therefore this research needs to be carried out in order to obtain essential and up-to-date information on these issues. The research objectives are: To describe and examine the influence between price perceptions and reference groups in West Kalimantan students on the decision to use an airplane. In order to describe and examine the influence of price perceptions on West Kalimantan students on aircraft purchasing decisions. In order to describe and examine the influence between reference groups on West Kalimantan students on aircraft purchasing decisions.

RESEARCH METHODS
Research Design
The research method used in this study is the quantitative analysis method, which is a technique used to analyze numerical data obtained from a study. Based on Sugiyono (2011) Quantitative research can be said to be a research method based on the philosophy of positivism, to examine certain populations and samples, collect data using research instruments, data analysis is quantitative or statistical, with the aim of testing hypotheses. Based on the background and problem formulation that has been mentioned, this study uses a quantitative approach to measure the effect of Price Perceptions and Reference Groups in West Kalimantan Students on Aircraft Use Decisions.

Population and Sample

Sugiyono (2018) concluded that Population is a group of people, objects, or units that have the same or similar characteristics and who want to be studied in a study. The population is the largest group that could possibly be observed in the study, and it is not possible to test all members of the population directly. The population in this study are passengers using air transportation modes through Supadio Pontianak Airport. According to the Central Statistics Agency (BPS) the number of passengers traveling and arriving on domestic/domestic flights is 1,091,794 people in 2021.

According to Sugiyono (2018), a sample is a subject or object taken from a population to be used as a representation of that population. The sample was selected with the aim of drawing conclusions about the population using statistical methods and this study used probability sampling and the technique used was simple random sampling technique. Simple random sampling is a sample selection technique that allows each individual in the population to have the same opportunity to be selected as a sample. The way to take samples using the simple random sampling method is to determine the desired number of samples, then randomize the list of population members at random, and select samples according to a predetermined amount. Simple random sampling was chosen because it is considered the fairest and most objective sample selection method, because each individual in the population has the same opportunity to be selected as a sample. However, simple random sampling does not always provide a representative sample of the population, especially if the population consists of different subpopulations. (Sugiyono, 2018).

Based on Roscoe in Sugiyono's book (2018) gave suggestions regarding an appropriate sample size in this study, which is 30-500. Widiyanto (2016) also said that the sample size was 100 respondents, this number was considered representative because it was greater than the minimum sample limit. So that the number of samples in this study were 100 respondents. Sample Criteria: Had an embarrassing flight via Pontianak. Willing to be a research sample by filling out the available questionnaires. Passengers using flight services in Pontianak in 2021.

Data Collection Technique

1. Questionnaires are data collection techniques that use written questions that must be filled out by respondents with predetermined criteria.
2. The Likert scale is a type of scale that is often used in research to measure respondents' opinions or attitudes towards a statement or concept. The Likert scale consists of several statements that have meaningful answer options from one side to the other, for example "strongly agree" to "strongly disagree". An example of a Likert scale that is often used is the 5-point scale, which consists of five answer options: "strongly agree", "agree", "neutral", "disagree", and "strongly disagree". Longer Likert scales can also be used, with more answer options available. The Likert scale is very useful for measuring respondents' attitudes towards a statement or concept quickly and efficiently. However, Likert scales do not always accurately measure attitudes, especially if the questions are unclear or do not cover all relevant aspects. In addition, the Likert scale can sometimes be affected by respondent bias, so the results are not always reliable.

Table 1. Scoring according to the Likert Scale

Answer Choices	Kode	Skor
Strongly agree	SS	5
Agree	S	4
Disagree	KS	3
Don't agree	TS	2

Strongly Disagree	STS	1

In this study, the dependent variable (Y) is the purchase decision, while the independent variable (X) consists of two variables, namely: lifestyle and reference group.

RESEARCH RESULTS AND DISCUSSION
Normality Test

The normality test was used by researchers to find out whether the data in the study obtained normal results or around the normal average value, good data, namely data that is in the form of a normal distribution. In this study, the data obtained were data related to the influence of price perceptions and reference groups in West Kalimantan students on the use of airplanes. The following data will be analyzed for normality tests using the Kolmogorov Smirnov Test (K-S) using the SPSS program.
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Table 2. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.72234320
Most Extreme Differences	Absolute	.066
	Positive	.066
	Negative	-.049
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

According to Table 2, a significance value was obtained, namely (Asymp.sig = 0.200) greater than the alpha value (a = 0.05). So, it can be concluded that the data is normally distributed.

Multicollinearity Test

Multicollinearity testing can be known from the VIF value and the tolerance value. The details can be seen in the attachment Table 3 below:

Table 3. Multicollinearity Test Results

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	15.496	2.180		7.109	.000		
	x1	.345	.083	.354	4.146	.000	.725	1.380
	x2	.321	.062	.444	5.203	.000	.725	1.380
a. Dependent Variable: y								

Table 3 shows that the tolerance value for the variable service quality and availability of facilities is 0.725, which means it is greater than 0.1 (0.725 > 0.1). Whereas the VIF value

obtained was 1.380 and smaller than 10 (1.380 <10), so it can be concluded that there was no multicollinearity in the independent variables in this study.

Hypothesis Testing

Hypothesis testing is used to answer the hypothesis made in this study, namely to find out whether there is an effect of service quality and availability of facilities on passenger satisfaction, partially or simultaneously.

Multiple Linear Regression Test

Table 4. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	15.496	2.180		7.109	.000		
	x1	.345	.083	.354	4.146	.000	.725	1.380
	x2	.321	.062	.444	5.203	.000	.725	1.380
a. Dependent Variable: y								

According to the results of the research analysis, it can be seen in Table 4, the coefficients are obtained so that the equation Y = 15.496 + 0.345 X1 + 0.321 X2 + e can be made. The multiple linear regression equation is explained below:
1. The resulting constant, which is 15.496, is positive, meaning that if the perception of price (X1) and the reference group (X2) is assumed to be = 0, the decision to use airplanes (Y) for West Kalimantan students is constant, namely 15.496.
2. The regression coefficient of the service quality variable (X1) is 0.345, meaning that price perceptions influence the decision to use an airplane. And this indicates that every time there is an increase in price perception there will be an addition in the decision to use an airplane by 0.345.
3. The regression coefficient of the variable availability of facilities shows a result of 0.321 which means it is positive and can be interpreted as a reference group that has a positive effect on the decision to use airplanes and shows that each addition to the reference group will result in an additional decision to use airplanes by 0.321.
4. E, namely the possibility of errors from the regression equation model that occurs because of the possibility of other variables that affect the decision variable to use airplanes and are not included in the regression.

Partial Test (T Test)

One of the techniques used by researchers is the t test. The t test is a hypothesis test that is commonly used to determine the effect of each independent variable on the dependent variable. The calculation results will be compared with the t-table using an error rate of 0.05 (5%).

Table 5. Partial Test Results (T Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	15.496	2.180		7.109	.000		

x1	.345	.083	.354	4.146	.000	.725	1.380
x2	.321	.062	.444	5.203	.000	.725	1.380
a. Dependent Variable: y								

According to the results in the table above, the results obtained are: Y = 15.496 + 0.354 X1. According to the calculation table above, it can be seen that the value of the regression coefficient of the price perception variable is 0.345, which is positive at 0.000, which is smaller than 0.05. This means that price perception has a positive effect on the decision to use an airplane. Then in order to know the effect of each variable from the results of the t test analysis, the tcount value of the price perception variable is 4.146. Furthermore, the ttable uses df n-2 with n is the number of population, and the results are 100-2 = 98 and the ttable is 1.984. Then, 4.146 > 1.984 means that there is an influence of perceived price on the decision to use an airplane.

According to the results in the table above, the results obtained are: Y = 15.496 + 0.444 X2. Based on the calculation results, the regression coefficient value of the reference group variable is 0.444, which is positive at 0.000, which is smaller than 0.05. It can be interpreted as a positive reference group towards the decision to use airplanes. Then in this study to determine the effect between variables from the results of the t test analysis, the tcount value of the availability of facilities variable was obtained, which was 5.203. obtained ttable 1.984. So, 5.203 > 1.984 it can be concluded that there is an influence of the availability of facilities on passenger satisfaction.

Simultaneous Significance Test (F Test)

In the next test process, researchers used the F test to determine the effect of service quality and availability of facilities on passenger satisfaction. In order to find out whether there is a simultaneous effect or not between the effect of service quality and the availability of facilities on passenger satisfaction, it can be seen in table 4.10 below:

Table 6. Simultaneous Significance Test Results (F Test)

ANOVA[a]						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2100.758	2	1050.379	46.150	.000[b]
	Residual	2207.752	97	22.760		
	Total	4308.510	100			
a. Dependent Variable: y						
b. Predictors: (Constant), x2, x1						

Based on table 6, the obtained Fcount is greater than the value of Ftable = 46.150 > 3.09 (Ftable obtained from df1 (k-1) = (3-1 = 2), df2 (n-k) = (100-3 = 97) and the significance value obtained is 0.000 which is less than 0.05. This means that the price perception variable and the reference group in West Kalimantan students have an influence on the decision to use airplanes.

The Coefficient of Determination R^2

The coefficient of determination (R2) is used to determine the magnitude of the influence of price perceptions and the reference group of West Kalimantan students on the decision to use an airplane expressed in percent (%). To see the magnitude of the influence of price perceptions and reference groups on West Kalimantan students on the decision to use airplanes can be seen in table 7 below:

Table 7. Test Results for the Coefficient of Determination R^2

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.698[a]	.488	.477	4.771
a. Predictors: (Constant), x2, x1				
b. Dependent Variable: y				

Based on table 7, it can be seen that the coefficient value of R square (R2) is 0.448 or 48.8%. In conclusion, the influence of the reference group variable and price perceptions on the decision to use is 0.448 (44.8%).

Discussion
Do Price Perceptions and Reference Groups Have a Positive and Significant Effect on the Decision to Use an Airplane?

The influence of price perceptions and reference groups on West Kalimantan students together has a significant influence on the decision to use an airplane. This shows that the calculated F is greater than the value of F_{table}= 46.150 > 3.09, meaning that there is an influence of the price perception variable and the reference group on West Kalimantan students simultaneously on the decision variable to use airplanes.

Does Price Perception Have a Positive and Significant Effect on the Decision to Use an Airplane?

Based on the results of the data description, partially there is a significant influence of price perceptions on the decision to use an airplane, it is obtained t count > t table or, 4.146 > 1.984 and a significance value of 0.000. The results of this study are relevant to Hafizul Fikri's research (2022) researching "The Effect of Perceived Price on the Decision to Purchase Lion Air Airline Tickets" then the results of his research show that the price perception variable influences purchasing decisions. The result of the coefficient of determination (r^2) is 0.607 or 60.7%, the remaining 0.393 or 39.3% is influenced by other variables.

Does the Reference Group Have a Positive and Significant Effect on the Decision to Use the Aircraft?

Based on the results of the data description, partially there is a significant influence of the reference group on West Kalimantan students on the decision to use airplanes with t count > t table or 5.203 > 1.984 and a significance value of 0.000. The results of this study are relevant to the research conducted by Nindya Fenia Nosely (2020) researching "The Effect of Reference Group Brand Image and Brand Trust on Smartphone Purchase Decisions." (Y).

CONCLUSION

This study aims to determine whether there is an influence of price perceptions and reference groups on West Kalimantan students on the decision to use airplanes. In the study it can be concluded several things, namely: Perceived prices and reference groups in West Kalimantan students have a significant influence on increasing the decision to use aircraft. Perceptions of price in West Kalimantan students have a significant influence on increasing the decision to use aircraft. the reference group on West Kalimantan students has a significant influence on increasing the decision to use aircraft.

Based on the conclusions and discussion in this study, the researcher is still aware of the many deficiencies in the contents of the writing, some of the suggestions that the researcher conveys for the benefit of future writing developments. The suggestions that the authors give

are as listed below: For future researchers, for future researchers, because there are still many shortcomings in this study which was conducted online and the variables used still tend to be small. So there is great hope that future researchers can develop existing variables or new variables and have not been researched by researchers, for example regarding airline competitiveness variables, electronic word of mouth which are still in line with the development of price perception variables and reference groups in West Kalimantan students regarding the decision to use airplanes or examine other variables outside of the variables that have been examined in order to reveal more problems and provide even more recent research.

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