

The Effect of Advertising and Brand Image on the Buying Interest of Lion Air Airline Passengers at Tjilik Riwut Airport, Palangka Raya, Central Kalimantan

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Abstract

Having a strong brand image is a must for every company because corporate image is the most valuable asset. A strong brand image can develop a corporate image by carrying the company name. A positive brand image will create a good impression on the minds of passengers in consuming a brand. One impressed form of a brand image is PT. Sea lion. Knowing the partial effect of advertising on the buying interest of Lion Air airline passengers at Tjilik Riwut Palangka Raya Airport. Knowing the effect of brand image partially on the buying interest of Lion Air airline passengers at Tjilik Riwut Palangka Raya Airport. Knowing the influence of advertising and brand image simultaneously on the buying interest of Lion Air airline passengers at Palangka Raya Airport. This research is a quantitative research, data sources used are primary data and secondary data. This research was conducted on 25 February - 10 March 2023 and was carried out at Tjilik Riwut Airport in Palangka Raya, Central Kalimantan. The population in this study were passengers who used Lion Air services through Tjilik Riwut Palangka Raya Airport. The total population in this study is 9,893,130 passengers in 2021. With a research sample of 100 using the simple random sampling technique. Data collection techniques are surveys, literature studies, research instruments. The research instrument test is the validity test and reliability test. Data analysis tests used in this study include: classical assumption test and hypothesis testing, hypothesis testing consists of multiple linear regression tests, T tests, F tests, and tests of the coefficient of determination. Based on the results of the data that has been processed by researchers in this study, it is concluded that H1 is accepted, meaning that there is a significant partial effect between the advertising variable (X1) on purchase intention (Y), H2 being rejected means that there is no influence of brand image variable (X2) on purchase intention (Y) explains that brand image (X2) has no effect on purchase intention (Y), because if a company or airline only has attractive advertisements (X1) but does not have a good brand image in the eyes of passengers, it will not affect purchase intention (Y). , but if employees are exposed to advertising problems (X1) and brand image (X2) it will only affect purchase intention (Y), the results of the F Test simultaneously the advertising variable (X1) and brand image (X2) do have an influence on buying interest, and advertising and brand image variables have an influence of 0.571 or 57.1% on the buying interest of Lion Air airline passengers

Keywords: Brand Image, Advertising, Lion Air, Tjilik Riwut Palangkaraya Airport



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INTRODUCTION

PT. Lion Mentari Airlines, hereinafter referred to as Lion Air, is very well known as a low-cost carrier (LCC), which is felt to support the company's tagline, "We Make People Fly" Hawari (2018). Related to this, as one of the flights with LCC services, Lion Air airlines must meet the benchmark for LCC service flights. LCC minimizes customer service by eliminating catering, using etiquette, and reducing baggage so as to reduce operational costs in its service system. As well as the capacity of the economy class on LCC airlines is more than regular airline flights Wayan (2010) in Ballo (2019). However, as is well known from previous cases,

Lion Air often experiences delays due to operational reasons and there are also frequent long queues when checking in or printing tickets on Lion Air flights. This made many people complain about Lion Air airlines and could make Lion Air's brand image bad because of this problem.

Advertising and brand image have a very important role in order to increase passenger buying interest. To achieve the level of interest in buying passengers, the airline Lion Air certainly offers a variety of good services for each of its passengers. Based on that, the author wants to find out more about the problem of advertising and brand image its influence on passenger buying interest on Lion Air as a Low Cost Carrier with the research title "The Effect of Advertising and Brand Image on Buying Interest of Lion Air Airline Passengers at Tjilik Riwut Airport, Palangka Kingdom of Central Kalimantan." The formulation of the problem in this study includes: Is there a partial effect of advertising on the buying interest of Lion Air airline passengers at Tjilik Riwut Palangka Raya Airport? , Is there an influence of advertising and brand image simultaneously on the buying interest of Lion Air airline passengers at Tjilik Riwut Airport, Palangka Raya?. The research objectives in this study include: To determine the effect of partial advertising on the purchase intention of Lion Air airline passengers at Tjilik Riwut Palangka Raya Airport, To determine the effect of brand image partially on the buying interest of Lion Air airline passengers at Tjilik Riwut Palangka Raya Airport, To determine the effect advertising and brand image simultaneously on the buying interest of Lion Air airline passengers at Palangka Raya Airport.

Literature Review

Airport

The definition of an airport according to Law No. 1 of 2009 concerning Aviation is an area on land and waters with certain boundaries that is used as a place for aircraft to land and take off, board passengers, load and unload goods, and place for intra and intermodal transportation. equipped with aviation safety and security facilities, as well as other basic supporting facilities. According to Annex 14 ICAO (International Civil Aviation Organization) an airport is a certain area on land or water (including buildings, installations and equipment) which is intended either in whole or in part for the arrival, departure and movement of aircraft.

Angkasa Pura II (Persero)

The establishment of Angkasa Pura II aims to carry out management and business in the field of airport services and airport-related services by optimizing the empowerment of the potential of its own resources and implementing good corporate governance practices. This is expected to be able to produce products and services that are of high quality and have strong competitiveness so as to increase the value of the Company and public trust.

Palangkaraya Tjilik Riwut Airport

IATA code: PKY and ICAO code: WAGG, Tjilik Riwut Airport has the name Panarung Airport which was established on May 1, 1958 whose inauguration was carried out by the Resident of Central Kalimantan, namely Mr. Tjilik Riwut. At that time the Twin Otter aircraft (from the TNI-AU) could function and land. On September 24, 1973, the Panarung Airport was handed over by the Regional Government of Central Kalimantan to the Directorate General of Air Transportation, Ministry of Transportation of the Republic of Indonesia. Since then the responsibility of the Central Kalimantan regional government has completely shifted to the central government, as a follow-up to the handover by the Minister of Transportation Prof. Dr.

Emil Salim was declared the Panarung Palangka Raya Airport as the airport for domestic (domestic) air traffic using Fokker 27 aircraft. Governor of Central Kalimantan), enshrined in the name of the Central Kalimantan Province Capital Airport, Palangka Raya, which was previously named Panarung Airport. The change of name to Tjilik Riwut Airport and the signing of the inscription were carried out by the Minister of Transportation of the Republic of Indonesia, Mr. Ir. Azwar Anas. The name change is in accordance with the proposal of the Governor of Central Kalimantan, the Central Kalimantan DPRD and the recommendation/response of the Minister of Home Affairs.

Lion Air Airlines

Lion Air is a national private airline from Indonesia which was legally established on November 15, 1999 and started operations for the first time on June 30, 2000, serving flight routes from Jakarta to Pontianak using aircraft with the Boeing 737-200 type, which at that time numbered 2 units.

Advertisement

According to Liliweri (2011), advertising is a communication process that has very important strengths as a marketing tool that helps sell goods, provide services, as well as ideas or ideas through certain channels in the form of persuasive information. On the other hand, according to the Indonesian Advertising Society, advertising is any form of message about a product delivered through the media, aimed at some or all of the public.

Brand Image

Brand image can be defined as a perception that appears in the minds of consumers when considering a brand of a particular product. Argues that the definition of a brand is as follows: "A brand is a sign in the form of an image, name, word, letters, numbers, color arrangement or a combination of these elements that have distinguishing features and are used in trading activities of goods or services" . The American Marketing Association (in Keller 2012) defines a brand as a name, term, sign, symbol or design, or a combination thereof, which is intended to identify the goods or services of one seller or group of sellers and differentiate them from competitors' goods or services.

Purchase Interest

Purchase intention (Purchase intention) is the tendency of consumers who are interested and then take actions related to purchases through various stages and levels of possibility up to the ability to buy certain products, services or brands. Purchase intention is a desire that arises in consumers towards a product as a result of a process of observing and learning consumers about a product. Consumers who have an interest in buying a product show attention and pleasure towards the product which is then followed by realization in the form of buying behavior.

Hypothesis

A hypothesis is a temporary assumption that still has to be proven true. The hypothesis taken from this research is:

1. H1: Advertising has an effect on the buying interest of Lion Air airline passengers at Tjilik Riwut Palangka Raya Airport.
2. H2: Brand image influences the buying interest of Lion Air airline passengers at Tjilik Riwut Palangka Raya Airport.

3. H3: Advertising and brand image affect the buying interest of Lion Air airline passengers at Tjilik Riwut Airport, Palangka Raya.

RESEARCH METHODS

Research design is a strategy the researcher uses to test hypotheses and select questions thoroughly in a logical and systematic way to discuss and analyze what happened to the most appropriate and research-focused answers. This research is a quantitative research, data sources used are primary data and secondary data. According to Sugiono (2019) quantitative research is defined as a research method based on the philosophy of positivism, used to examine certain populations and samples, collecting data using research instruments, data analysis is quantitative/statistical in nature, with the aim of testing established hypotheses. This research was conducted on 25 February - 10 March 2023 and was carried out at Tjilik Riwut Airport in Palangka Raya, Central Kalimantan.

Population and Sample

The population of this study are passengers who use Lion Air airline services through Tjilik Riwut Palangka Raya Airport. The total population in this study is 9,893,130 passengers in 2021, data obtained from the 2021 INACA Annual Report (<https://inaca.or.id/inaca-annual-report-2021/>, 2022). in this study the researchers took data from a sample of 100 respondents. In this study the sampling technique to be used was probability sampling. The type of sampling technique in this study used simple random sampling.

Data Source

The primary data in this study were taken using a questionnaire to each passenger using Lion Air at Tjilik Riwut Airport in Palangka Raya. Secondary data sources in this second phase of research, data were collected from books, documents, articles, websites, literature, and journals that contain theoretical information or data related to research problems.

Data collection technique



Figure 1. Data Collection Techniques

Instrument Test

1. Validity Test. This validity test uses SPSS 15.0 version windows. The validity test was carried out with 30 samples of respondents with a value of $df = N$, then the value of r table was 0.361.

Table 1. Validity Test Results

Variable X1							
Statment	R Count	R table	Result	Statment	R Count	R table	Result
Statment 1	0,712	0,361	Valid	Statment 5	0,704	0,361	Valid
Statment 2	0,741	0,361	Valid	Statment 6	0,454	0,361	Valid
Statment 3	0,725	0,361	Valid	Statment 7	0,504	0,361	Valid
Statment 4	0,664	0,361	Valid	Statment 8	0,479	0,361	Valid

Source: 2023 Research Data

Variable X2							
Statment	R Count	R table	Result	Statment	R Count	R table	Result
Statment 9	0,739	0,361	Valid	Statment 13	0,695	0,361	Valid
Statment 10	0,669	0,361	Valid	Statment 14	0,508	0,361	Valid
Statment 11	0,664	0,361	Valid	Statment 15	0,413	0,361	Valid
Statment 12	0,754	0,361	Valid				

Source: 2023 Research Data

Variable X2							
Statment	R Count	R table	Result	Statment	R Count	R table	Result
Statment 16	0,734	0,361	Valid	Statment 20	0,647	0,361	Valid
Statment 17	0,763	0,361	Valid	Statment 21	0,537	0,361	Valid
Statment 18	0,715	0,361	Valid	Statment 22	0,514	0,361	Valid
Statment 19	0,669	0,361	Valid	Statment 23	0,409	0,361	Valid

Source: 2023 Research Data

From the results of table 1, the validity test results state that the value of r count > r table is 0.361 which results in conclusions. Statements 1 to 8 of the advertising variables are declared valid or can be used for further research, statements of 9 to 15 variables of brand image are declared valid or can be used for further research. , and Statements 16 to 23 variables of Purchase Interest are declared valid or can be used for further research.

2. Reliability test. Reliability of the decision results where the Cronbach Alpha value is > 0.60 then the item is declared reliable and vice versa if the Cronbach Alpha value is <0.60 then the item is said to be unreliable.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha Score	Cronbach's Alpha Criteria
Advertisement	0,747	> 0,60
Brand Image	0,786	> 0,60
Purchase Interest	0,783	> 0,60

Source: 2023 Research Data

From table 2 the reliability test results obtained Cronbach's Alpha values using SPSS 15.0 version windows. So from a comparison of the Cronbach's Alpha value with a value of 0.60 which results in the conclusion that the Advertising Variables, Brand Image, and Purchase Intention have a Cronbach's Alpha value > 0.60, which means reliable.

Data Analysis Technique

1. Classical Assumption Test
 - a. Normality test

**Table 3. Normality Test
One-Sample Kolmogorov-Smirnov Test**

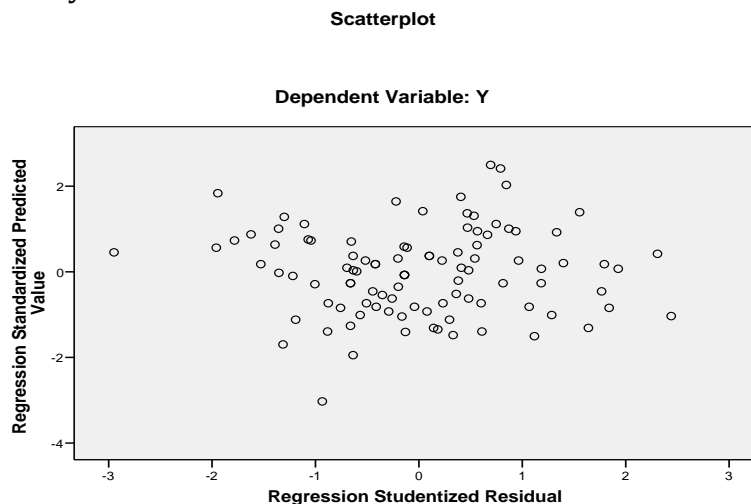
		Unstandardized Residual
N		100
Normal Parameters (a,b)	Mean	,0000000
	Std. Deviation	2,69964143
Most Extreme Differences	Absolute	,045
	Positive	,045
	Negative	-,033
Kolmogorov-Smirnov Z		,455

Asymp. Sig. (2-tailed)	,986
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Source: 2023 Research Data

Based on the results of the data above using one sample Kolmogorov Smirnov it can be concluded that judging from the asymp.sig value. (2-tailed) if it exceeds 0.5 then it is declared normal. asymp.sig value. (2-tailed) is 0.986 so it can be concluded that the data in this study are normally distributed.

b. Heteroscedasticity Test



Shows that there is no clear pattern, and the points spread above and below the number 0 on the Y axis, there is no heteroscedasticity.

c. Multicollinearity Test

Table 4. Coefficients
Coefficients(a)

Model	Unstandardized		Standardized Coefficients Beta	T	Sig.	Collinearity Statistics	
	B	Std.Error				Tolerance	VIF
(Constant)	5,915	2,255		2,623	0,010		
X1	0,584	0,108	0,546	5,393	0,000	0,444	2,251
X2	0,255	0,105	0,246	2,427	0,017	0,444	2,251

Source: 2023 Research Data

Table 4 above shows the tolerance variables X1 and X2 with a value of 0.444 > 0.10 and a VIF value of 2.251 < 10.00, which means there are symptoms of multicollinearity.

2. Multiple Linear Regression Test

$$Y = a + bX1 + bX2 + e$$

$$Y = 5.915 + 0.584X + 0.255X + e$$

Information:

The mathematical constant/intercept is 5.915. So that means that if advertising and brand image are assumed to be = 0 then the buying interest (Y) is constant at 5.915. The regression coefficient of the advertising variable (X1) is 0.584 which has a positive

meaning so that advertising has a positive effect on passenger satisfaction. This means that every time there is an increase in the variable X1 (advertisement) there will be an increase in buying interest (Y) of 0.584. Brand image variable regression coefficient (X2) of 0.255 has a positive meaning on passenger satisfaction. And this indicates that every time there is an increase in the brand image variable (X2) there will be an increase in buying interest (Y) of 0.255.

3. Hypothesis Test

- a. Partial Test (T Test). The advertising sig value (X1) on buying interest (Y) is $0.000 < 0.05$ so it can be concluded that H1 is accepted, meaning that there is a partial influence between the advertising variable (X1) on buying interest (Y). the sig value of brand image on purchase intention (Y) is $0.017 > 0.05$ so it can be concluded that H2 is rejected, meaning that there is no partial effect of brand image variable (X2) on purchase intention (Y).
- b. Simultaneous Test (Test F). The sig value for the effect of variables X1 and X2 simultaneously on Y is $0.000 < 0.05$ so it can be concluded that H0 is rejected and H3 is accepted, which means advertising (x1) and brand image (x2) simultaneously influence purchase intention (Y).
- c. Coefficient of Determination. The coefficient of determination or R square is 0.558, meaning that the advertising and brand image variables contribute 0.558 or 55.8% to the buying interest of Lion Air airline passengers, the remaining 44.2% are influenced by other factors which are not summarized in this study.

Discussion

Advertising variable (X1) has a positive effect on purchase intention (Y), which means that when an advertisement is displayed attractively it will increase the buying interest of the service user. The explanation above explains that brand image (X2) has no effect on buying interest (Y), because if a company or airline only has attractive advertisements (X1) but does not have a good brand image in the eyes of passengers, it will not affect buying interest (Y), but if employees are exposed to advertising problems (X1) and brand image (X2) then it will affect buying interest (Y). H3 is accepted, which means that advertising (X1) and brand image (X2) simultaneously influence purchase intention (Y). Judging from the results of the F test simultaneously advertising variables (X1) and brand image (X2) do have an influence on buying interest. Advertising and brand image in this study have a positive effect, seen from the results of the sig value < 0.05 , where the sig value is positive where a service company that has attractive advertisements and a good brand image can increase repurchase intention. the value of the coefficient of determination or R square is 0.571 meaning that the advertising and brand image variables have an influence of 0.571 or 57.1% on the buying interest of Lion Air airline passengers. Where if the advertisements posted by Lion Air airlines and Lion Air airlines have a good brand image in the eyes of customers or passengers, it will increase passenger buying interest. interest in buying passengers.

CONCLUSION

The advertising sig value (X1) on buying interest (Y) is $0.005 < 0.05$ so it can be concluded that H1 is accepted, meaning that there is an influence between the advertising variable (X1) on buying interest (Y). The sig value of brand image on purchase intention (Y) is $0.000 < 0.05$ so it can be concluded that H2 is accepted, meaning that there is an influence of brand image variable (X2) on purchase intention (Y). The sig value for the influence of

variables X1 and X2 simultaneously on Y is $0.000 < 0.05$ so it can be concluded that H0 is rejected and H3 is accepted, which means advertising (X1) and brand image (X2) simultaneously influence purchase intention (Y).

Suggestion: For companies, by knowing the advertisement and brand image, it is hoped that the company will increase their repurchase intention. This is so that the loyalty of passengers to reuse the services of the Lion Air airline so that passenger interest increases. For further research, future research should add other variables that can influence buying interest, because the better the better the effect on the company. And future research is expected to be more prepared in the process of collecting and collecting data so that research can be carried out better.

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