

The Effect of Airline Ticket Selling Prices and Advertising Attractiveness on the Purchase Interest of Airline Service Users on Super Air Jet Airlines at Hang Nadim International Airport Batam

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Abstract

Fast and efficient transportation is a must, with transportation we are able to meet the needs of life. There are many enthusiasts in the aviation industry, so airline entrepreneurs must also meet these needs. This study aims to determine whether there is an influence of the selling price of airplane tickets and advertising attractiveness on the buying interest of users of air services on Super Air Jet Airlines at Hang Nadim International Airport, Batam. This research method uses a quantitative approach. The number of samples in this study were 100 respondents. The respondents in this study were the public or users of the Super Air Jet air transportation service. Determination of the sample using random sampling technique. Data collection technique by giving questionnaires to respondents. In analyzing this, then used the validity and reliability test, multiple linear regression test, f test (simultaneous) and t test (partial) and the coefficient of determination (R²). The test results show that: Partially affects the interest in buying tickets for super air jet air transport users at Batam's Hang Nadim International Airport. The partial test results show that the price (X₁) has a significant value of the price variable of $0.000 \leq 0.05$ so it can be concluded that H₁ is accepted or the price variable (X₁) has an effect on buying interest (Y) and H₀ is rejected. Advertising attractiveness (X₂) has a significant value of advertising attractiveness variable of $0.000 \leq 0.05$ so it can be concluded that H₁ is accepted or the advertising attractiveness variable (X₂) has an effect on buying interest (Y) and H₀ is rejected. Simultaneously it affects the interest in buying tickets for super air jet air transport users at Batam's Hang Nadim International Airport. The test results were obtained from the F test results with a significant value of $0.000 \leq 0.05$. So it can be concluded that H₁ is accepted or in other words price (X₁) and advertising attractiveness (X₂) simultaneously affect buying interest (Y) and H₀ is rejected.

Keywords: Price, Advertising Attractiveness, Purchase Intention



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INTRODUCTION

Transportation is a very important element for humans because without transportation humans will have difficulty doing business to meet their needs, so that in this modern era transportation has become a part of human life, and this transportation cannot be separated from the business world. Fast and efficient transportation is a must, with transportation we are able to meet the needs of life. There are many enthusiasts in the aviation industry, so airline entrepreneurs must also meet these needs by providing Low Cost Carrier (LCC) airlines. LCC airlines introduced the concept first in the United States and spread throughout the country. LCC airlines carry out marketing techniques through various media,

In the airline industry price is an important factor. In marketing products produced by producers, the principle of satisfying consumer needs, wants and demands applies (Kotler, 2012). The company has always set up a separate pricing department whose job is to set prices and assist other departments to set the right prices. Price can also determine the success of a company because price can determine how much profit is obtained from selling products and

services (Jacub and Laksono, 2018). Consumer buying behavior has different opinions and attitudes towards a product. Many factors influence consumer buying interest, companies need to understand consumer behavior towards products. Price is one of the strategies used by business actors in attracting consumer buying interest to make purchases of a product. According to Tjiptono (2018) price is the amount of money (monetary unit)⁴ and/or other (non-monetary) aspects that contain certain utilities/uses needed to obtain a product.

Price is a very sensitive thing in influencing consumer buying interest. Price is the only marketing element that generates revenue for a company. So the price of a product must be competitive with the price of other products. In addition to price, product quality can also attract consumer buying interest which will influence decision making to purchase a product. Price is a very strategic marketing element for increasing sales volume (Alma, 2013). Consumers will be attracted to lower prices. The interest that arises in the buyer is often contrary to the financial condition that is owned. Consumer buying interest is a hidden desire in the minds of consumers. Consumer buying interest is always veiled within each individual where no one can know what consumers want and expect (Fakhrur Rizky, 2014). (Mowen, 2014), In an effort to increase buying interest, price also plays a role in influencing consumer interest in a product. In Sundalangi, Mandey and Jorie's research (2014), product quality, advertising attractiveness and price discounts together influence consumer buying interest to consume Pizza Hut.

Consumer buying interest is a consumer's desire to fulfill hidden needs and desires in the minds of consumers. Consumer buying interest is always veiled within each individual where no one can know what consumers want and expect (Fakhrur Rizky, 2014). Airline with the callsign "IU" from the International Air Transport Association (IATA) and "SJV" from the International Civil Aviation Organization (ICAO). Super Air Jet (SAJ) is a low-cost airline based in Jakarta, Indonesia. SAJ provides a travel experience with premium quality flights, high connectivity, reliable networks, and affordable transportation for the modern generation (Ahmad Junaedi, 2021). SAJ with the LCC concept is able to provide affordable prices for consumers. SAJ's target market is the "Millennial Generation", so that this airline can be enjoyed by all groups. Hang Nadim International Airport is an international airport located in Batu Besar Village, Nongsa District, Batam City, Riau Archipelago Province. This airport gets the name from the famous Admiral Hang Nadim from the Malacca Sultanate (BP-Batam.com). This airport has a runway of 4,025 meters which makes this airport the owner of the longest runway in Indonesia and the second in Southeast Asia after Kuala Lumpur KLIA Airport (Fransisca Wungu, 2017). With a long runway, this airport can accommodate large-body aircraft such as Airbus A380, Boeing 747, Boeing 767 and Boeing 777. Hang Nadim International Airport is an international airport located in Batu Besar Village, Nongsa District, Batam City, Riau Archipelago Province. This airport gets the name from the famous Admiral Hang Nadim from the Malacca Sultanate (BP-Batam.com). This airport has a runway of 4,025 meters which makes this airport the owner of the longest runway in Indonesia and the second in Southeast Asia after Kuala Lumpur KLIA Airport (Fransisca Wungu, 2017). With a long runway, this airport can accommodate large-body aircraft such as Airbus A380, Boeing 747, Boeing 767 and Boeing 777. Hang Nadim International Airport is an international airport located in Batu Besar Village, Nongsa District, Batam City, Riau Archipelago Province. This airport gets the name from the famous Admiral Hang Nadim from the Malacca Sultanate (BP-Batam.com). This airport has a runway of 4,025 meters which makes this airport the owner of the longest runway in Indonesia and the second in Southeast Asia after Kuala Lumpur KLIA Airport (Fransisca Wungu, 2017). With a long runway, this airport can accommodate large-body aircraft such as Airbus A380,

Boeing 747, Boeing 767 and Boeing 777. This airport gets the name from the famous Admiral Hang Nadim from the Malacca Sultanate (BP-Batam.com). This airport has a runway of 4,025 meters which makes this airport the owner of the longest runway in Indonesia and the second in Southeast Asia after Kuala Lumpur KLIA Airport (Fransisca Wungu, 2017). With a long runway, this airport can accommodate large-body aircraft such as Airbus A380, Boeing 747, Boeing 767 and Boeing 777. This airport gets the name from the famous Admiral Hang Nadim from the Malacca Sultanate (BP-Batam.com). This airport has a runway of 4,025 meters which makes this airport the owner of the longest runway in Indonesia and the second in Southeast Asia after Kuala Lumpur KLIA Airport (Fransisca Wungu, 2017). With a long runway, this airport can accommodate large-body aircraft such as Airbus A380, Boeing 747, Boeing 767 and Boeing 777.

The objectives to be achieved in this study are to determine the effect of the selling price of airplane tickets and advertising attractiveness on the buying interest of airline service users on Super Air Jet airlines at Hang Nadim International Airport Batam, to determine the effect of advertising attractiveness on purchasing intentions of airline service users on Super Air Jet airlines at Batam's Hang Nadim International Airport and find out how much influence the selling price of tickets has on the buying interest of flight service users on Super Air Jet airlines at Batam's Hang Nadim International Airport.

Theoretical basis

Price

Price is the amount of money charged for a product or service, or the amount of value exchanged by consumers for the benefits of having or using the product or service (Kotler and Armstrong, 2008). In other words, price is the exchange rate for certain benefits for consumers, both goods and services. Usually a seller sets a price based on a combination of physical goods plus several other services and satisfying benefits, but in other realities, price is defined as the amount paid by the buyer. According to Kotler (2014) price is one of the elements of the marketing mix that generates revenue and price is the easiest element in marketing programs to adjust, product features, channels and even communication takes more time. According to Augusty Ferdinand (2016), price is one of the important variables in marketing, where price can influence consumers in making decisions to buy a product, for various reasons. Consumers usually have the notion that there is a relationship between price and quality of a product, usually they will compare one product to another, and then consumers make a decision to buy a product.

Advertising Attractiveness

According to Belch & Belch (2014) advertising appeal refers to the approach used to get consumer attention and influence brand feelings for the products or services they offer. Meanwhile, how the appeal is converted into advertising messages to be presented to viewers and target consumers is called the creative execution style. Advertising attractiveness is very important because it will increase the success of communication with viewers. Nur Indriarto in Marhadi, et al. (2014), stated that "the attractiveness of advertising or the power of impression of an advertisement is how much the advertisement is able to amaze or attract the attention of its viewers". Advertising appeals refer to the approach used in advertising to attract the attention or interest of consumers to influence their feelings towards the product,

Interest in Buying Service Users

Interest is a feeling of individual interest in a certain object that can cause a sense of calm. According to Ali Hasan (2018) that repurchase intention is a buyer's interest based on the buyer's experience that has been done in the past. High repurchase interest reflects a high level of satisfaction from consumers. According to Susilowati (2010) there are many things that influence interest, namely: internal drive factors, factors related to physical drive, motives, defending oneself from hunger, fear, pain and so on. Social motive factors, factors that arouse interest in carrying out activities to meet social needs, such as examples of needs. And emotional or feeling factors, these factors can spur individual interest, if they produce emotions or feelings of pleasure,

airport

According to Annex 14 (Aerodrome), an airport is an area located both on land and on water (consisting of buildings, installations, equipment) which is wholly or partly used for the arrival, departure and movement of aircraft on land. While Law no. 1 of 2009 concerning Aviation Airports are areas on land and/or waters with certain boundaries that are used as a place for aircraft to land and take off, take off passengers, load and unload goods, and place for intra and intermodal transportation, equipped with aviation safety and security facilities, as well as basic facilities and other supporting facilities. Law No.

Super Air Jet (PT. Lion Air Group)

Super Air Jet (SAJ) is a subsidiary of PT. Cabin Kita Top and PT. Lion Air Group and Super Air Jet were established in March 2021. Super Air Jet is one of the domestic airlines in Indonesia. Super Air Jet was founded when Indonesia and the world were facing the Covid-19 Pandemic. Super Air Jet is included in the Low Cost Carrier (LCC) category of low-cost airlines. Super Air Jet has a vision, namely: To empower the next generation to reach new heights "to help build and empower the younger generation to reach new heights". Super Air Jet is headquartered in Jakarta, Indonesia. Super Air Jet started operating on August 6, 2021, and is targeting "millennial generation" customers in Indonesia. According to The Deccan Herald, Super Air Jet (SAJ) has been approved for operational permit (Air Operator Certification) by the Indonesian aviation authority. The Directorate General (Dirjen) of Air Transportation of the Ministry of Transportation has carried out the certification process for PT. Super Air Jet (SAJ) with the Airbus A320 type at the Ministry of Transportation Office, Jakarta. Director General of Civil Aviation.

Air Transportation Service Users

According to Andriansyah (2015) in the book Transportation Management in Studies and Theory, namely public transportation is a means of transportation for small and medium-sized communities so that they can carry out their activities in accordance with their duties and functions in society. Warpani (1990), states that public passenger transportation is passenger transportation that is carried out with a rent or pay system. According to Bangun (1998), the notion of public transport (Public Transport) is all types of transportation models that supply the mobility needs of the movement of goods and people, for the benefit of the community or the general public in meeting their needs, the type of transportation based on its designation consists of public transportation and passenger transportation, respectively -each with different types of vehicles and facilities.

Relevant Research

Table 1. Relevant Research

No	Name	Year	Title	Research result
1	Nurul Penitasari	2017	The Influence of Price and Product Quality on Buying Interest of Shredded Lele Bang Zay	The results of the price scale range analysis are included in the expensive category, product quality is included in the high category and buying interest is included in the interest category. The results of the classic assumption test, the normality test, the data distribution is normally distributed, the heteroscedasticity test has no symptoms of heteroscedasticity, the autocorrelation test is not autocorrelation, the multicollinearity test is not multicollinearity between variables. The results of multiple linear regression analysis price has a positive effect on purchase intention, product quality has a positive effect on purchase intention. Product quality has the biggest contribution to buying interest in Bang Zay shredded catfish
2	Ahmad Suheri	2022	The Effect of Advertising Attractiveness and Brand Image on Purchase Intention and Its Impact on Purchasing Decisions of Sriwijaya Air Airlines	The results showed that the attractiveness of advertising and brand image partially had a positive and significant effect on purchase intention. Advertising attractiveness, brand image, and purchase intention partially have a positive and significant effect on purchasing decisions
3	Raynaldy Gilbert Prime	2022	The Influence of Promotions and Prices on Interest in Purchasing Airplane Tickets on Lion Air Airlines at Soekarno-Hatta Airport	The results of this study state that promotions and prices have a positive effect on increasing interest in buying Lion Air Airlines tickets

RESEARCH METHODS

Research design

The research design in this study is a quantitative study. This research method is a type of research whose specifications are systematic, structured and clearly planned from the beginning to the creation of the research design. According to Sugiyono (2011: 8), the quantitative method is a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection uses research instruments, data analysis is quantitative or statistical, with the aim of testing the hypotheses that the researcher has set.

According to experts, research design is a work plan that is structured in terms of the relationship between variables comprehensively so that research results can provide answers to research questions. These plans cover what research will do, starting from making hypotheses and operationally to the final analysis (Umar, 2007, p.6).

Population and Sample

The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by the researcher to be studied, then conclusions are drawn. So the population is not only people, but also objects and other natural objects. The population is also not just the amount that exists in the object/subject being

studied, but includes all the characteristics/traits possessed by the subject/object, Sugiyono (2017). Super Air Jet airlines only have 4x flight schedules in one month (30) days at Batam's Hang Nadim International Airport, where Super Air Jet uses A320 type aircraft which is estimated to have 1 flight per flight of 180 passengers.

The sample is part of the population used in research. According to Sugiyono (2018), the sample is a part of the whole and the characteristics possessed by a population. So in this case it is necessary to use samples taken from that population. And then, what is learned from the sample will get conclusions that will later be applied to the population. Therefore the sample obtained from the population must indeed be truly representative (representative). The appropriate sample size in this study is 30 to 500, so the sample in this study uses a sampling technique taken from the total population. In determining the sample used in the study, the sampling technique used in this study was Non-Probability Sampling on Purposive Sampling. The non-probability sampling technique is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2017). Purposive sampling is a sampling technique with certain considerations (Sugiyono, 2017). The sample criteria used in this study were super air jet passengers with ages ranging from 17-30 years and over who knew the brand of Super Air Jet airlines and had used Super Air Jet airlines at least once. The population in this study is known, so in taking the number of samples the authors used Slovin (Sugiyono, 2018): So, the researchers obtained the results of a sample size of 100 samples at Batam's Hang Nadim International Airport.

Data Types and Sources

There are generally two types of data, namely quantitative and qualitative. In this study the authors focus on quantitative research data in conducting this research. Quantitative data is data or information that is obtained in the form of numbers, in the form of numbers, quantitative data can be processed using mathematical formulas or can also be analyzed with statistical systems.

Data sources are anything that can provide information related to research. The data used in this study uses two types of data sources, namely as follows:

1. Primary data. According to Sugiyono (2018: 456) Primary data is data sources that directly provide data to data collectors. Data is collected by the researchers themselves directly from the first source or where the object of research is carried out. Researchers used the results of questionnaires obtained from consumers regarding the research topic as primary data.
2. Secondary Data. According to Sugiyono (2018: 456) secondary data are data sources that do not directly provide data to data collectors, for example through other people or through documents. In this study, the source of secondary data is in accordance with books, journals, and previous studies related to research.

Data collection technique

1. Questionnaire and Questionnaire Methods. Questionnaires or questionnaires are data collection techniques that are carried out by giving a set of written questions to respondents to answer (Sugiyono, 2014: 142). Quantitative research is an analysis used on data in the form of numbers, or data in the form of words or sentences that are converted into data in the form of numbers. The data in the form of numbers is then processed and analyzed to obtain scientific information behind these numbers (Martono, 2014: 20). This study used the SPSS 15.0 for Windows Version program, then a Likert scale was used to analyze the data.

The Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena.

RESEARCH RESULTS AND DISCUSSION

This research is quantitative in which the resulting data is in the form of numbers. From the data generated, an analysis using GSPSS was carried out. This research was conducted with the aim of analyzing the influence of the selling price of airplane tickets and the attractiveness of advertising on the buying interest of users of airline services on Super Air Jet Airlines at Hang Nadim International Airport, Batam. Data was collected using a questionnaire of 100 respondents whose target was the public or users of Super Air Jet air transport services who had purchased Super Air Jet tickets. The distribution of questionnaires was carried out in private using a Likert Scale 1-5. This study uses 3 variables including 2 independent variables consisting of Price (X1), Advertising Attractiveness (X2), and the dependent variable Purchase Intention (Y).

Discussion

The effect of ticket selling prices on the buying interest of flight service users on super air jet airlines at Batam's Hang Nadim International Airport.

From the results of the research above, it can be concluded from the results of multiple linear regression that the regression coefficient is positive, so it can be said that the direction of the influence of variables X1 and X2 on variable Y is positive. While the results of the T test show that the price variable and the attractiveness of the advertisement have a significant value. The significant value of the price variable of 0.000 is less than the probability value of 0.05 so it can be concluded that H1 is accepted or the price variable (X1) has an effect on buying interest (Y) and Ho is rejected. So it can be concluded that price is one of the important things in order to increase buying interest with a very important indicator in the price variable, namely Price Affordability where the price of a Super Air Jet flight ticket is in accordance with the people's economy and is affordable while the indicator that is still lacking is Price Conformity with this Benefit because at an affordable price the benefits of Super Air Jet are no better than other airlines. The results of this study are also in line with the results of research conducted by Raynaldy Gilbert Perdana (2022) with the results of the research that price has a positive effect on increasing interest in buying airplane tickets.

The effect of advertising attractiveness on the buying interest of airline service users on airlines such as air jets at Batam's Hang Nadim international airport

From the results of the research above, it can be concluded from the results of multiple linear regression that the linear regression coefficient is positive so that it can be said that the direction of the influence of variables X1 and X2 on variable Y is positive. While the results of the T test show that the price variable and the attractiveness of the advertisement have a significant value. The significant value of price advertising attractiveness of 0.000 is less than the probability value of 0.05 so it can be concluded that H1 is accepted or the advertising attractiveness variable (X2) has an effect on buying interest (Y) and Ho is rejected. So it can be concluded that the attractiveness of advertising is also one of the factors that attracts buying interest with the main indicator, namely advertisements that can be trusted where the contents of the advertising message are easy to understand and trusted, while the indicator that is still lacking is the attractiveness of a distinctive advertisement where the Super Air Jet advertisement itself is not different from other airline advertisements. The results of this study

are also in line with Ahmad Suheri's research (2022) which shows that advertising attractiveness has a positive effect on purchase intention.

The magnitude of the influence of ticket selling prices and advertising attractiveness on the intention to buy flight services on super air jet airlines at Batam's Hang Nadim International Airport

Based on the above results it can be concluded that the F test results above indicate that a significant value of 0.000 is less than 0.05. So it is concluded that the hypothesis is accepted or in other words price (X1) and advertising attractiveness (X2) simultaneously affect purchase intention (Y). The results of the coefficient of determination show that the R Square value is 0.607, which means that there is an influence of price and advertising attractiveness on buying interest of 60.7%. So it can be concluded that the variable price and attractiveness of advertising is also one of the important things that can attract buying interest.

CONCLUSION

There is a positive influence from the price of Super Air Jet airlines on buying interest at Batam's Hang Nadim International Airport. This is evidenced by the significance value of the t test of 0.000 which is less than 0.05 and the value of the price regression coefficient which shows a positive effect. This shows that customers consider that prices on super air jet airlines are in accordance with the facilities and benefits. There is a positive influence from the attractiveness of advertisements for Super Air Jet airlines on buying interest at Batam's Hang Nadim International Airport. This is evidenced by the significance value of the t-test of 0.000 which is less than 0.05 and the value of the regression coefficient of advertising attractiveness which shows a positive effect. This shows that the more interesting the advertisement and the content of the advertisement that can be trusted, the higher the purchase intention of the super air jet airline. The influence of price and advertising attractiveness is very dominant. This is evidenced by the significance value of the f test of 0.000 which is less than 0.05 and the R Square value of the coefficient of determination of 0.607 or 60.7%, which means that price and advertising attractiveness together influencing buying interest with contributions reaching 60.7% and 39.3% influenced by other variables not examined by researchers.

Based on the conclusions above and the results of the research, the authors propose the following suggestions: For companies, for Super Air Jet airlines (PT.Lion Air Group) at Hang Nadim International Airport Batam conducts an in-depth analysis of airplane ticket pricing strategies and their benefits. Evaluating whether the price offered and the benefits obtained are better than other airlines, this is a matter that needs to be studied because the benefits obtained at a set price are not better than other airlines. As for the attractiveness of the ad itself, there needs to be innovation in advertising, because each ad must have an ad that is distinctive or different from other airline ads. For Researchers, It is hoped that this research can become a guideline or reference for further research, and it should be noted that there are other factors besides airplane ticket prices and advertising attractiveness which also play a role in influencing the buying interest of airline service users and if there are deficiencies, hopefully in the future it can be evaluated to be even better.

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