

THE INFLUENCE OF ADVERTISING AND BRAND AWARENESS ON FLIGHT TICKET PURCHASE DECISIONS AT COMPANY X

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ABSTRACT

Tourism is very popular in public, especially in the era of globalization, that has increased the attractiveness of traveling through social media by uploading content. In preparing various kinds of needs start from transportation, accommodation, and consumption to tourist attractions, all these things can be done easily through advances in technology and media in conducting marketing to attract consumer attention, one of which is the influence of advertising and brand awareness as a promotional strategy to convey information and attract consumer attention. This study focuses on determining whether there is an influence of advertising and brand awareness on consumer purchasing decisions using a quantitative descriptive approach. In this study, 100 respondents were taken who were application users as well as viewers of video advertisements. Based on the research results obtained and explained by the authors, purchase decisions are significantly influenced by advertising and brand awareness with a determination coefficient value of R square of 0.770, indicating 77% of purchasing decisions are influenced by advertising and brand awareness. So, this study concludes that purchase decisions at company X are positively and significantly impacted by advertising and brand awareness.

Keywords: Advertisements, brand awareness, purchase decisions

1. PREFACE

Travel is a hobby that everyone likes, from young people to the elderly. Tourist travel, which is often called traveling, is one of the lifestyles and primary needs for the middleclass economic community, both domestic and foreign tourist trips. Traveling is also an expensive hobby because it requires many costs, including transportation, lodging, travel, consumption, and other unexpected costs. Along with the rapid development of information technology and globalization, the attractiveness of traveling increases through social media, which uploads many photos and videos containing content of travel stories to attract the attention and emotional feelings of other users to join the trip. Thanks to advances in internet technology, all these things can be done easily, so the emergence of online travel agent (OTA) sites to help meet the needs of people who want to travel.

As the first pioneer (OTA) in Indonesia, company X was ranked second on the Top Brand Index of online flight and travel booking sites. This is a benchmark to continue to increase the percentage of brand index to reach the first position that can influence consumer decisions in purchasing products. In addition, advertising can also be a factor in influencing audiences to see and buy an advertised product. One of them is an ad on company X's YouTube channel that has been watched by 1.4 million viewers and contains information about the claim submission program if you find a cheaper price from elsewhere. If the claim is successful, it will get double the price difference that will later be received in the form of points. Therefore, the author is interested in researching the extent of consumer decisions in purchasing products related to the influence of advertising and brand awareness. The research was conducted to determine marketing communications through advertising and brand awareness that can influence product purchase decisions.

Advertisement

According to Jaiz (2014), the broad definition of advertising is any type of presentation of advertising messages delivered by the media to some or all of the public about a product or service. In making advertising messages requires problem-solving, namely (in Janna, 2016):

- a. Message body is a definition that defines the content of a message. In essence, advertisers are looking for consumers by offering special sales.
- b. Message structure not only leads to the content of the message but also contributes to the effectiveness of advertising.
- c. Message format: ads should use a message format like showing something new, specify a headline, text, ad, colors, and illustrations.
- d. Message sources messages from interesting or well-known sources such as singers, models, or celebrities that can be used to add more attractive advertising messages.

Brand Awareness

Brand awareness is the scale of brand knowledge of a product by consumers or target market groups. A brand or brand that includes a name, tagline, logo, color, or other attribute that describes a particular company's products. According to Soehadi (in Navari & Usman, 2020), brand awareness means "Making customers understand a product or service where the product competes. Brand awareness measurement has several levels starting from the lowest (not aware of the brand) then brand recognition, namely (brand recognition), then brand recall (brand recall) and the highest level is top of mind (Aaker, 2018).

- a. Top of mind is the brand that first appears first and sticks in the minds of consumers when asked the product asked, in other words, the first brand of various brands that appear in the minds of consumers.
- b. Brand recall reflects the brand that is remembered after the first mention of the brand. Brand recall is referred to as "unassisted recall" or not needing help to remember the brand. Remembrance is a more difficult task than recognition and has a stronger relationship with brand status.
- c. Brand recognition is the minimum level of brand awareness. A brand's recall is measured by offering help. To measure brand recognition, respondents were asked which questions they could answer by showing photos or identifying products they had heard of before.
- d. Unaware of a brand or unaware of a brand is the lowest level of the pyramid, with the condition that consumers are not aware of the existence of the brand.

To assess how well consumers are aware of a brand, according to Keller (in Sari et al., 2021), there are four indicators, namely:

- a. Recall is the extent to which consumers can remember when asked which brands they remember.
- b. Recognition is how far consumers can identify a category's brand.
- c. Purchase is how consumers choose brands when intending to use products or services.
- d. Consumption is how long consumers remember a brand when they use a competitor's product or service.

Purchasing Decision

According to (Kotler & Keller, 2016), purchasing decisions are based on how consumers perceive prices and what they believe to be actual current prices, not prices advertised by marketers. Good product quality, reasonable prices, and a high level of trust can influence purchasing decisions. According to (Kotler & Amstrong, 2016), the consumer decision process goes through five phases, namely:

- a. The introduction of the problem is that the consumer is aware of the need. With the difference between the current and expected state.
- b. Looking for information consumers want to get more information about manufacturers by searching for information, which can only increase their awareness or be active.
- c. Research and evaluate alternative options from information services to make the best purchase decisions.
- d. The purchase decision is made based on an evaluation of the choice of the chosen brand.
- e. Post-purchase behavior is when consumers experience varying levels of satisfaction or dissatisfaction after purchasing a product or service.

In this study researchers chose the ATR (Awareness – Trial – Reinforcement) theory discovered by German scientist Ehrenberg. This theory teaches that advertising can affect society, as a result we get a group of people who use or buy advertising products (Saputra, 2018). Every advertisement must be made in such a way that the content can arouse public understanding and remind (awareness) that others have provided the product previously needed.

Another desire is for each ad to have a strong impact on the audience after generating awareness, so that the audience will immediately try (trial) or get more accurate information about the process displayed by the ad. The third expectation is the confirmation process so that the audience makes a purchase (reinforcement). The advertisement must have a certain strength to reinforce a positive attitude towards the product. This theory has three types of expectations related to the problem under study: the ability to upload and generate public awareness of the new feature of application X. This is expected to eventually convince the public to try (trial) the feature. After seeing the ad several times, interest arises and the desire to continue using the product (reinforcement).

Researchers will examine how the Influence of Advertising (X1) with the dimensions of message content, message structure, message format, message source, and brand awareness (X2) with dimensions of recall, recognition, and purchase on Purchase Decision (Y) with five dimensions, namely problem recognition, information search, alternative evaluation, purchase decision, subsequent purchase behavior. From this dimension, a hypothesis was obtained that was used as a temporary guess by researchers in testing this study, namely:

- a. Ho1: Ad X does not influence the decision to purchase airline tickets at company X.
Ha1: Ad X influences the purchase decision of airline tickets at company X.
- b. Ho2: Brand awareness has no influence on the decision to purchase airline tickets at company X.
Ha2: Brand awareness has an influence on the decision to purchase airline tickets at company X.

2. RESEARCH METHOD

The type of research method used is quantitative research, with samples taken from as many as 100 respondents through certain criteria aged 17-35 years. Data collection uses Likert scale questionnaires as an instrument to obtain information from respondents who are representative of a particular population. This study has two independent variables, namely advertising and *brand awareness* with four dimensions each and one dependent variable, namely purchase decisions with five dimensions.

Table 1
Operational Concept

Variable	Dimension	Indicators
Variable (X1) Ad	Message	Ads displayed are clear and easy to remember
	Content	The content of the advertisement provides complete information to the audience
	Message Structure	Interesting use of <i>taglines</i>
	Message Format	Unique and effective ad serving
Variable (X2) Brand Awareness	Message Source	The advertising model has appeal Clear and trustworthy delivery
	<i>Recall</i>	Able to remember products easily
	<i>Recognition</i>	Able to remember and recognize brand characteristics Able to observe and know the activities of promos or advertisements delivered
	<i>Purchase</i>	Make price comparisons with other competitors before making a purchase Become the first choice in buying flight tickets
	<i>Consumption</i>	Able to recognize brands even when using competing products
Variable (Y) Purchase Decision	Problem Recognition	Flight ticket products are a necessity Buying flight tickets because of promotions
	Information Search	Search for information about airline tickets at company X through internet media such as Instagram or X application. Find information about airline tickets at company X through friends/family.
	Evaluation of Alternatives	Comparing the benefits and prices of airline tickets at company X with other competitors. Just think of the airfare products in company X to make a purchase.
	Purchasing Decision	Decide to make a purchase after seeing ad X. I had no interest in making a purchase after seeing ad X.
	Post-purchase Behavior	Feel satisfied after making a purchase I would like to recommend it to friends/family. Will not make a repurchase.

3. RESULT AND DISCUSSION

Table 2

Validity Test

Variable	Items	R Calculate	R table	Conclusion
Advertisement (X1)	Question 1	0.714	0.1966	Valid
	Question 2	0.839	0.1966	Valid
	Question 3	0.757	0.1966	Valid
	Question 4	0.685	0.1966	Valid
	Question 5	0.720	0.1966	Valid
	Question 6	0.777	0.1966	Valid
Brand Awareness (X2)	Question 1	0.664	0.1966	Valid
	Question 2	0.680	0.1966	Valid
	Question 3	0.716	0.1966	Valid
	Question 4	0.857	0.1966	Valid
	Question 5	0.624	0.1966	Valid
	Question 6	0.508	0.1966	Valid
Purchasing Decision (And)	Question 1	0.668	0.1966	Valid
	Question 2	0.506	0.1966	Valid
	Question 3	0.600	0.1966	Valid
	Question 4	0.570	0.1966	Valid
	Question 5	0.496	0.1966	Valid
	Question 6	0.719	0.1966	Valid
	Question 7	0.665	0.1966	Valid
	Question 8	0.565	0.1966	Valid
	Question 9	0.508	0.1966	Valid
	Question 10	0.392	0.1966	Valid
	Question 11	0.339	0.1966	Valid

Reliability Test

The results of reliability testing show that variable question X1, namely advertising, has a Cronbach's Alpha value of 0.839 more than <0.60 (good), which means that the questionnaire question can be said to be reliable. And the result of the reliability test displays that the value of Cronbach's Alpha from the question variable X2, namely brand awareness, is 0.708, which is more than 0.60 (good). From this, it can be concluded that the question element of the questionnaire regarding brand awareness can be said to be reliable or reliable. The results of the reliability test show that the question variable Y, namely the purchase decision, has a Cronbach's Alpha value of 0.745 more than <0.60 (good), which means that the question elements in the questionnaire regarding the purchase decision can be said to be reliable.

Normality Test

Based on the results obtained, the value of 0.000 is greater than the specified value of 0.05, meaning significant. This shows that the data used is normally distributed. That way, in this study, the data obtained can be used .

Multicollinearity Test

Table 3

Multicollinearity Test

		Coefficients				Collinearity Statistics		
		Unstandardized Coefficients		Standardized Coefficients	t	Itself.	Tolerance	BRIGHT
Model		B	Std. Error	Beta				
1	(Constant)	7.224	2.042		3.537	.001		
	X1	.665	.072	.506	9.189	.000	.780	1.282
	X2	.782	.083	.518	9.407	.000	.780	1.282

a. Dependent Variable: Purchasing Decision

The results of the multicollinearity test show that the tolerance value does not show the presence of independent variables, namely (X1) Advertising and (X2) Brand Awareness with a value of less than 0.1. In (X1) the result is 0.780, (X2) the result is 0.780, while in the VIF table there are no variables that cross the number 10. In Ads (X1) obtained 1,282 results, Brand awareness (X2) got 1,282 results, so it can be concluded that multicollinearity does not occur.

Heteroscedasticity Test

Figure 1

Heteroscedasticity Test Result

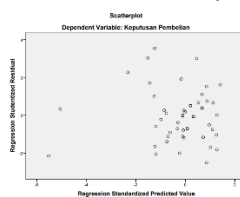


Figure 1. The scatterplot graph shows that the pattern has no clear pattern, and the points are scattered above and below the zero on the Y-axis. The result can be concluded i.e., the absence of heteroscedasticity.

Multiple Linear Regression Analysis Test

The formulation in this study is as follows:

$$Y = 7.224 + 0.665X_1 + 0.782X_2 +$$

So it can be interpreted, namely:

- α = constant of 7.224, that is, if the independent variables namely advertising and brand awareness are considered constant (value 0), in this case the dependent variable, namely purchase decisions, increases by 7.224.
- The advertising variable is 0.665, that is, the ad has the same direction as the purchase decision, if the advertising variable increases by 1% and the other variables are considered constant, then the dependent variable of the purchase decision increases by 0.665.
- The brand awareness variable is 0.782, that is, brand awareness goes in the same direction as the purchase decision, if the brand awareness variable increases by 1% with the other variables constant, then the dependent variable of the purchase decision will increase by 0.782.

Test – T (Partial Significant)

From the results of the T-test, the results are:

- a. The results of the influence of advertising on purchase decisions obtained a significant value of variable X1 (Ad) of $0.00 < 0.05$ (significance level). From this it can be concluded that H_1 is accepted, which means that the advertising variable partially has a positive influence and significance on the purchase decision.
- b. The influence of brand awareness on purchase decisions is obtained when the Ad variable has a significant value of $0.00 < 0.05$ (significance level). From this, it is concluded that H_2 is accepted, which means that there is a partial and significant positive influence on brand awareness on purchasing decisions.

Test – F (Significantly Simultaneous)

The results of hypothesis testing can be concluded, namely the F value of 162.754 at a signification level of 0.000. If the significant level < 0.05 (smaller), then H_a is accepted, then a regression model can be used in this study i.e., purchasing decisions are influenced by advertising and brand awareness.

Correlation Coefficient Test (R)

The results of the correlation test (R) above, have an R value of 0.878. This means that the variables of advertising and brand awareness have a perfect degree of correlation with purchase decisions.

Test Coefficient of Determination (R^2)

The test obtained with the value of the correlation coefficient (R) in table 4.18 has a positive value of 0.878, R square (R^2) which is 0.770 then adjusted R square (R^2) which is 0.766. It can be interpreted that the influence of advertising and brand awareness on purchasing decisions is 76.6%, while the remaining 23.4% is influenced from outside the study is not included in this discussion.

4. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research that has been conducted, researchers concluded that advertising and brand awareness have a positive and significant influence on the decision to buy airline tickets at company X with adjusted R-square (R^2) results of 0.766 meaning that the influence of advertising and brand awareness on purchasing decisions is 76.6%, while the remaining 23.4% is influenced from outside the research is not included in this discussion.

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