The Effect of Price on the Decision to Purchase Ethiopian Airlines Tickets at PT Aviaventura Aero Agency Jakarta

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ABSTRACT

Ethiopian Airlines is one of the airlines in PT Aviaventura Aero Agensi Jakarta. With increasing competition in the aviation industry, determining the right price is one of the key factors in attracting consumers. This study aims to determine the effect of price on purchasing decisions for Ethiopian Airlines tickets at PT Aviaventura Aero Agensi Jakarta. The research method used is quantitative descriptive analysis using primary data in the form of questionnaires. The population in this study were customers of PT Aviaventura Aero Agensi Jakarta. While the sample used was random sampling with a total of 50 respondents. Based on the results of the study, it can be concluded that price influences purchasing decisions by 66.7% while the remaining 33.3% is influenced by other factors. And the results of the regression equation test can be obtained $Y = 2.825 + 0.896X$ which means that if the quality-of-service increases by 1 (one) value, there will be an additional reduction in purchasing decisions of 0.896.

Key words: Price, Purchase Decision

INTRODUCTION

Transportation is the most important means of its role in human life today. Transportation is the most important element in the development of a country, and it is a must for a country to create transportation for its people, be it land transportation, sea transportation, or air transportation. Referring to data recorded by Google, the traveling trend in Indonesia increased by 80% in 2023 (Dewi, 2023). Therefore, proper and proper transportation management is very important for the growth and development of the global economy today. The tight competition in the global economy today has motivated scientists to prepare a transportation system, especially air transportation that can meet the various needs of society.

Air transportation is the fastest and safest means of transportation compared to sea transportation or land transportation. Therefore, air transportation requires large costs and has sophisticated technology in its operational activities. PT Aviaventura Aero Agency is a company that sells Ethiopian Airlines flight tickets, namely the national airline of Ethiopia which has been operating for a long time and is one of the best in Africa with a choice of routes to various destinations around the world, and offers competitive tickets.

Ticket price is one of the important factors in customer purchasing decisions, and can influence customer purchasing decisions at PT Aviaventura Aero Agensi. Customers tend to look for tickets with affordable prices according to their budget. Therefore, PT Aviaventura Aero Agensi can optimize marketing strategies and product development to improve customer satisfaction and market competitiveness, by considering the impact of price on the decision to purchase Ethiopian airline tickets at PT Aviaventura Aero Agensi.

LITERATURE REVIEW

Price

Price is the nominal amount of money that must be paid by consumers to obtain the desired product or it can be interpreted that price is the amount of sacrifice made by consumers in order to obtain the product they need (M. Rahmadanni, Sri Nuringwahyu, 2021). Price is the amount of money charged for a particular product. Companies set prices in a variety of ways (Rianto, Setyawati, Rohaeni, & Woelandari, 2022). Even in large companies, top management sets general pricing objectives and policies and often approves prices proposed by lower-level management (Rianto et al., 2022).

Prices at online travel agents can fluctuate, Peak seasons such as Idul Fitri, Christmas, and new year make airfares go up by 20%-30% in 2022. Thus the e-marketplace allows customers to easily compare prices between vendors and find the cheapest possible alternative (Abraham B. Nomleni, Maria M. Sakunab, Fransiskus Moda, Gaudensius Djuang, & Apryanus Fallo, 2023). There are four dimensions of price, including: price affordability, price that matches product quality, price that matches benefits, and price that matches ability or price competitiveness (Haris, Pahriani, & Irsyad, 2022).

Purchase Decision

In determining the decision to purchase a product, it is generally closely related to consumer behavior. Consumer behavior is an important component for the marketing activities of a product, which needs to be known by the company (Sjoraida, Siti Masruroh, Andriya Risdwiyanto, Arvin Hardian, & Evi Meidasari M, 2023). Purchasing decisions are a consumer behavior mechanism after identifying consumer needs, searching for information about certain products and

evaluating the results for making purchasing decisions (Kurniawan & Ayuni, 2022). According to Kotler, "purchasing decisions are customer actions to buy or not buy a product." (Awareness & Nugroho, 2022). According to Kotler and Keller as quoted by (Sari, Syamsuddin, & Syahrul, 2021) There are six purchasing decision indicators, namely: Product Choice, Brand Choice, Dealer Choice, Purchase Timing, Purchase Amount, and Payment Method.

METHOD

This study uses a quantitative descriptive method with primary data. This study describes the relationship that occurs between the variables involved in the study. In this case, the independent variable is the price of Ethiopian Airlines plane tickets. While the dependent variable is the purchasing decision made by the customer. The population in this study were customers of PT Aviaventura Aero Agensi Jakarta for the period March to June 2024 with the sample method chosen being random sampling totaling 50 customers (Nalendra et al., 2021). Data collection techniques in this study are using observation, questionnaires, and documentation. The data analysis technique used in this study is quantitative descriptive analysis, which is a data analysis technique used to process and analyze measurable data in the form of numbers or statistics to measure price variables on airline ticket purchasing decisions at PT Aviaventura Aero Agensi Jakarta using SPSS 26.0 statistical software as a measuring tool.

RESULT AND DISUSSION

Validity Test

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	r tabel	Corrected Item-Total Correlation	Keterangan	Cronbach's Alpha if Item Deleted
X.1	36.58	42.167	0.284	0.682	Valid	.905
X.2	36.58	43.555	0.284	0.633	Valid	.908
X.3	36.40	42.980	0.284	0.554	Valid	.913
X.4	36.42	42.330	0.284	0.732	Valid	.902
X.5	36.68	41.855	0.284	0.670	Valid	.906
X.6	37.00	41.551	0.284	0.731	Valid	.902
X.7	36.84	42.913	0.284	0.706	Valid	.904
X.8	36.98	41.040	0.284	0.744	Valid	.901
X.9	36.76	42.064	0.284	0.720	Valid	.903
X.10	36.78	42.216	0.284	0.678	Valid	.905

Source: Processed Data SPSS (2024)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	r table	Corrected Item-Total Correlation	Keterangan	Cronbach's Alpha if Item Deleted
Y.1	36.00	49.388	0.284	0.695	Valid	.921
Y.2	35.76	48.798	0.284	0.774	Valid	.916
Y.3	35.80	48.408	0.284	0.816	Valid	.913
Y.4	35.54	49.804	0.284	0.788	Valid	.915
Y.5	35.44	49.639	0.284	0.816	Valid	.914
Y.6	35.18	53.049	0.284	0.642	Valid	.923
Y.7	35.06	53.527	0.284	0.611	Valid	.924
Y.8	35.08	51.300	0.284	0.639	Valid	.923
Y.9	34.98	52.918	0.284	0.649	Valid	.922
Y.10	35.40	51.388	0.284	0.753	Valid	.917

Source: Processed Data SPSS (2024)

Based on the validity test above, it can be seen that the R-Calculate value of variable X (price) is greater than the R-Table value at the 5% level. And the R-Calculate value of variable Y (purchase decision) is greater than the R-Table value at the 5% level. So it can be concluded that the price variable and the purchasing decision variable are valid and can be used in this study.

Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.914	10

Source: Processed Data SPSS (2024)

Based on the Reliability Test, the price variable (X) has a Cronbach's Alpha value > 0.60. So it can be concluded that the price variable is reliable.

Reliability Statistics

Cronbach's Alpha	N of Items
.927	10

Source: Processed Data SPSS (2024)

Based on the Reliability Test, the purchasing decision variable (Y) has a Cronbach's Alpha value > 0.60. So it can be concluded that the purchasing decision variable is reliable.

Correlation Coefficient Test

The purpose of the correlation coefficient test is to determine the strength or weakness of the relationship between price and purchasing decisions

Correlations

		Harga	Keputusan Pembelian
Harga	Pearson Correlation	1	.816**
	Sig. (2-tailed)		.000
	N	50	50
Keputusan Pembelian	Pearson Correlation	.816**	1
	Sig. (2-tailed)	.000	
	N	50	50

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Processed Data SPSS (2024)

Based on the table above, it can be concluded that the correlation value of price and Ethiopian Airlines ticket purchase decision is 0.816, which is very strong, so it can be interpreted that the two variables have a positive relationship.

Coefficient of Determination Test

The determination coefficient test aims to determine how much influence price has on purchasing decisions.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.816[a]	.667	.660	4.602

a. Predictors: (Constant), Harga

Source: Processed Data SPSS (2024)

Based on the model summary table above, it can be seen that the R square value is 0.667 or equal to 66.7%, which means that price has a significant effect on the decision to purchase Ethiopian Airlines tickets at PT Aviaventura Aero Agensi Jakarta and the remainder, namely 33.3, is influenced by other factors that are not included in the research variables.

Regression Equation Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.825	3.786		.746	.459
	Harga	.896	.091	.816	9.796	.000

a. Dependent Variable: Keputusan Pembelian

Source: Processed Data SPSS (2024)

Based on the table above, it can be seen that the coefficient value (α) is 2.825 and the regression coefficient (b) is 0.896. The regression equation can be formulated as Y = a + bx = 2.825 + 0.896X. From this formula, it can be explained that every addition of one price value will increase the Purchase Decision value by 0.896 and vice versa, if there is a reduction of one price value, it will reduce the Purchase Decision value by 0.896.

The study examines the influence of price on the purchasing decisions of Ethiopian Airlines tickets at PT Aviaventura Aero Agensi Jakarta. The findings emphasize that price significantly affects consumer choices, as demonstrated by the correlation coefficient of 0.816, which indicates a very strong positive relationship between the variables. This suggests that as the price changes, consumer purchasing behavior also shifts accordingly. The determination test further highlights that price accounts for 66.7% of the purchasing decision, leaving 33.3% influenced by other factors not included in the study. This reveals that while price is a dominant factor, aspects such as service quality, brand reputation, and additional customer benefits could also play crucial roles in decision-making.

The regression analysis offers deeper insights, presenting the equation $Y=2.825+0.896XY = 2.825 + 0.896XY=2.825+0.896X$. This equation signifies that even without the influence of price, there exists a base purchasing decision value (2.825). Moreover, for every unit increase or decrease in the price, the purchasing decision value adjusts by 0.896 units. This clearly illustrates the sensitivity of consumer decisions to price fluctuations. These findings align with existing literature, which often underscores price as a critical determinant in consumer purchasing decisions. However, the study also hints at the importance of non-price factors, suggesting a holistic approach to improving market competitiveness.

To enhance purchasing decisions, the study suggests aligning ticket prices with service quality and customer benefits. By ensuring a balance between affordability and value delivery, PT Aviaventura Aero Agensi can strengthen customer satisfaction and loyalty. Furthermore, providing excellent customer service throughout the ticketing process is essential to prevent dissatisfaction and foster repeat purchases. Overall, this research highlights the pivotal role of price while calling attention to the interplay of other variables that contribute to consumer behavior in the aviation industry.

CONCLUSION

Based on the study's results, it can be concluded that price plays a significant role in influencing purchasing decisions. Firstly, the correlation coefficient test yielded a value of 0.816, indicating a very strong positive relationship between price and purchasing decisions, underscoring the effect of price on consumer behavior. Secondly, the determination test revealed that price accounts for 66.7% of the influence on purchasing decisions, while the remaining 33.3% is attributed to other

factors outside the research variables. Lastly, the regression analysis produced the equation $Y=2.825+0.896XY = 2.825 + 0.896XY=2.825+0.896X$, signifying that the base value of the purchasing decision (Y) is 2.825 when unaffected by price (X). Any change in the price variable by one unit will correspondingly increase or decrease the purchasing decision variable by 0.896 units. Based on these conclusions, the following suggestions are proposed to enhance consumer purchasing behavior for Ethiopian Airlines tickets at PT Aviaventura Aero Agency. First, ticket prices should be aligned with the quality of service and benefits offered to ensure consumer satisfaction and encourage repeat purchases. Second, the Ethiopian Airlines ticketing department should prioritize providing exceptional service throughout the ticketing process to avoid consumer disappointment and foster loyalty

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