

Effect of Brand Image and Product Quality on Purchase Decisions in Using Online Travel Ticket Accommodation Provider Applications

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Abstract

The condition of business competition for online travel ticket accommodation application providers is very tight. The competition will continue because several new brands, such as Traveloka, Tiket.com, Agoda, Pegi-peggi, and others, continue to emerge. In determining the purchase decision, many consumers consider several things. Many factors influence a person's buying behavior towards a product. Each individual has different desires and tastes. Brand image (brand image) and product quality is one of the factors that influence purchasing decisions. This study uses descriptive quantitative research methods. This study's source of data using primary data, data collection by distributing questionnaires given to lecturers at the Polytechnic LP3I Jakarta. Sampling of this study used 108 respondents. The method of analysis in this study used a question instrument test using validity tests, reliability tests, multiple linear regression analysis. Hypothesis test using t test, f test, and coefficient of determination (R^2), with data processing using SPSS 25.0 program. This study aims to determine the influence of brand image (brand image) on purchasing decisions in using online ticket accommodation provider applications and the effect of product quality on purchasing decisions in using online ticket accommodation provider applications. In addition, this study also aims to determine whether brand image and product quality influence purchasing decisions.

Keywords: Brand Image, Product Quality, Purchase Decision

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I. Introduction

In this era of globalization, technology is experiencing rapid development in line with the increasing needs of society. The rapid development of technology is beneficial for people's activities because they can find global information, news, data transmission and so on that can be accessed quickly and easily through technological devices.

It is getting easier to get everything in this practical and digital world. One is the convenience of buying public transportation tickets to entry tickets to tourist attractions online. With this convenience, you can save time and effort in getting tickets online. The safety factor is also the main thing in buying tickets. In addition, the payment security guarantee factor is also more guaranteed, because it is done online.

This phenomenon can be seen in the current business competition conditions in online travel ticket accommodation application products. The competition will continue because several new brands continue to emerge with various features in applications such as Traveloka, Tiket.com, Agoda, Pegi-Pegi, QQ and others. This is evidenced by the online travel accommodation provider application's market share. The diversity of online travel ticket application products encourages consumers to make purchasing decisions when determining a brand that they think meets the criteria for an online accommodation service provider application with complete features.

The growth of business in the world of travel, both at home and abroad, shows the high level of mobility from one area to another. Today, online travel ticket service providers are multiplying to facilitate the distribution of airline tickets, trains, buses, tourist attractions, hotels, car rentals to facilitate customer business services. In making purchasing decisions, of course, consumers prioritize many factors that must be considered. Some will consider the brand image (brand image) and product quality.

For buyers, brand image is beneficial and consumers think that well-known brands in the market are safer than less popular brands. Because brands that are popular in the market provide complete information compared to brands that tend to be left behind in the market. For the seller himself, the brand is a feature or characteristic of the product and will provide its legal protection for the product. With the brand, consumers will be able to distinguish the characteristics of each product easily. Consumer decisions are strongly influenced by people's decisions about their products and services. Furthermore, the decision will form an image of the brand and product of people who act according to their decisions. Brand image (brand image) represents the overall perception of the brand.

The results of previous research studies regarding the influence of brand image and product quality on purchasing decisions were carried out by Nela Evelina (2012) entitled "The influence of brand image, product quality, price and promotion on purchasing decisions for telkomflex prime cards" shows that brand image has a

positive and significant effect. to the purchase decision of 0.468 or 46.8%, the higher the brand image, the higher the purchase decision. Meanwhile, product quality also has a positive and significant effect on purchasing decisions of 0.473 or 47.3%, which means that product quality greatly influences purchasing decisions.

Required research updates based on previous research, as described above, still need to be studied in depth analysis of the influence of brand image (product image) and product quality on purchases using online travel ticket accommodation providers

II. Material and Method

The sampling technique carried out in this study is Accidental Sampling is a determination technique in sampling based on the coincidence of meeting with the researcher can be used as a sample, if it is seen that the person he happened to meet is suitable as a data source (Sugiyono: 1992).

So the reason for using Accidental Sampling is the homogeneity of purchasing decisions that get the same treatment in research conducted by researchers so that limited time can be used as well as possible. The questionnaire was distributed to 108 respondents. Observation is a method of collecting data using observation of the study's object. Observation can be carried out directly or indirectly (Riyanto: 2001).

In this study, the authors directly observed users of online travel ticket accommodation provider applications. This researcher asked the respondent directly to obtain the necessary data. Questionnaire is a collection technique in data collection carried out by providing a list of questions for respondents to fill out, namely users of the online travel ticket accommodation provider application

III. Results and Discussion

Linear Correlation Analysis

Multiple R is a way to measure the strength or absence of the relationship between a free variable and a bound variable. A high Multiple R value indicates the presence of a close relationship and a low Multiple R value indicates a less close relationship even the absence of a relationship.

Table 3: Model Summary

Model Summary^b

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.717 ^a	.514	.505	1.970	.514	55.598	2	105	.000	2.037
a. Predictors: (Constant), product quality, brand image										
b. Dependent Variable: purchasing decision										

Source : SPSS output data)

From the description of Table 3, it can be proved by the result of the coefficient of the Multiple R relation co-of 0.717 or 71.7% . The magnitude of this correlation coefficient is close to number 1, thus the relationship between Brand Image (Brand image) (X1) and Product Quality (X2) with purchasing decisions (Y) has a powerful and unidirectional relationship.

The coefficient of determinant chorelasi R Square = 0.514 means that the variables Brand Image (Brand image) (X1) and Quality Produk (X2) have amutual effect (simultaneously) of 51.4% on Decision Pembelian (Y). The remaining 48.6% was influenced by other variables not studied in this study.

Multiple Linear Regression Analysis

To determine whether the variables Brand Image (Brand image) and Kualitas Produk influence the Decision Pof the appendage either partially or simultaneously, a statistical analysis of multiple regression models is used. From the results of the multiple regression analysis between the variables *Brand Image* (Brand image) (X₁) and Kualitas Produk (X₂) against Decision Pembelian (Y) on users of the online travel ticket accommodation provider application can be explained as follows :

Table 4: Model Summary

Coefficients ^a											
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.483	1.473		1.007	.316					
	Brand Image	.095	.101	.097	.941	.349	.581	.091	.064	.432	2.316
	product quality	.384	.062	.641	6.192	.000	.714	.517	.421	.432	2.316
a. Dependent Variable: purchasing decision											

Source : SPSS output data)

From the data of Table 4, then we can find out the results obtained regression equation as follows: $Y = a + b_1X_1 + b_2X_2$ $Y = 1,483 + 0.095X_1 + 0.384X_2$.

Based on the regression equation above, it can be explained as follows:

a = Constant of 1.483 This means that if the Brand Image (Brand image) (X_1) and Kualitas Produk (X_2) do not change (constant), then the amount of the purchase decision (Y) is 1.483

b_1 = The regression coefficient of the Brand Image variable (Brand image) (X_1) is 0.095, meaning that if there is an increase in Brand Image (Brand image) (X_1) by one-unit, then there will be a change in Keputusan P the appendage (Y) is 1,483 units in the same direction, while the variable Kualitas Produk (X_2) is fixed (constant).

b_2 = Coefficient regression of the product quality variable (X_2) is 0.384 This means that if there is an increase in product quality (X_2) by one-unit, there will be a change in the purchase decision (Y) of 1.483 units in the same direction, while the price variable (X_1) is fixed (constant).

Test F

The F test significantly tests all free variables together (simultaneously) against bound variables. The calculations can be seen in Table 5 as follows:

Table 5 : Anova

		ANOVA ^a				
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	431.481	2	215.740	55.598	.000 ^b
	Residual	407.436	105	3.880		
	Total	838.917	107			

a. Dependent Variable: purchasing decision
 b. Predictors: (Constant), product quality, brand image

From Table 5, it shows that the F test F count of 55,598 with a significant F of $0.000 < 0.05$, it can be concluded that the variables Brand Image (Brand image) (X_1) and Kualitas Produk (X_2) together (simultaneously) affect the Decision Pembelian (Y) in using the application of online travel ticket accommodation providers.

T test

In order to be able to determine the influence of the free variables partially, namely the variables Brand Image (Brand image) (X_1) and Kualitas Produk (X_2) influence the P Decision(Y), a t test is used.

The variable values are as follows:

The calculated t value from the results of the regression model of the Brand Image variable (Brand image) (X1) is 0.941 with a significant value of $t = 0.349 < 0.05$ which means that there is a significant influence between the Variable Brand Image (Brand image) (X1) on decision P (Y).

The calculated t value from the calculation results of the model regression of the variable Kualitas Produk (X2) is 6.192 with a significant value of $t = 0.000 < 0.05$ which means that there is a significant influence between the product quality variable (X2) on the variable Kof the Pappendage (Y).

The value of the largest regression coefficient and the highest calculated t value among the existing free variables is found to find out which free variables are the strongest or significantly influential on bound variables.

From the results of the analysis, it can be seen that the value of the regression coefficient is 0.095 and the calculated t value of 0.941 for the Variable Brand Image (Brand image) (X1) is the largest and highest compared to the Product Quality variable (X2). So it can be said that the variable Brand Image (Brand image) (X1) most strongly affects Kof the Purchase

IV. Conclusion

From the results of research conducted on users of online travel ticket accommodation provider applications, it can be concluded that several things are as follows:

1. From the results of the analysis, it is known that the variable Brand Image (Brand image) (X1) and the Variable Quality Produk (X2) affect jointly (simultaneously) on purchasing decisions (Y). This is evidenced by the Multiple R of 0.717 or 71.7% of the magnitude of this correlation coefficient close to the number 1. Then the determinant correlation coefficient R Square of 0.514 or 51.4% so between free variables and bound variables has a powerful and unidirectional relationship. At the same time, the remaining 48.6% is influenced by other variables that were not studied in this study such as products and distribution channels.
2. From the results of the analysis, it can be seen that the Variable Brand Image (Brand image) (X1) has a high coefficient value when compared to the regression coefficient of the product quality variable (X2) to decision P (Y), namely the variable Brand Image (Brand image) (X1) of 0.941 and the calculated value of 0.349 the most significant and highest of the product quality variables (X2). Brand Image (Brand image) and Kualitas Produk are one of the most potential elements of Marketing mix (marketing mix), service providers pay even greater attention to this activity, because Brand Image (Brand image) and Quality P the rodruk carried out by users of online travel ticket accommodation provider applications that affect consumers buying by 51.4%.

3. The company must hold continuous supervision so that all Marketing mix activities consisting of brand image and product quality to be implemented can provide even more benefits for service user companies

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