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THE INFLUENCE OF PRICE, CONVENIENCE OF SERVICES AND IMPLEMENTATION OF HEALTH PROTOCOLS ON THE PURCHASE DECISION OF GARUDA TICKETS

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Abstract

Purchasing decision is a process that starts from before the decision is taken until after the purchase decision has been made. The decision to purchase air transportation services, especially the decision to purchase Garuda tickets, is influenced by price factors, service convenience and the implementation of health protocol procedures. The purpose of this study was to determine the effect of price, convenience of service, and implementation of health protocols on purchasing decisions for Garuda tickets. The sample for this study was taken from the population of Garuda airline service users with a sample size of 100 respondents. The sampling technique is non-probability sampling with purposive sampling method. Methods of data collection using questionnaires and literature study. The analysis technique of this research is descriptive quantitative with operational definition of variables, instrument test with validity test, reliability test. The results showed that price (X1), convenience of service (X2) and health protocol procedures(X3) had a positive effect on the decision to purchase (Y) Garuda tickets. The f test shows that price, service convenience and health protocol procedures together have a significant effect on the decision to purchase Garuda tickets.

Keywords: Price, Convenience Services, Health Protocol Procedure, Purchase Decision

The description above made the writer interested in conducting further research and writing it down in the form of a thesis with the title: "The Effect of Price, Service Convenience and Implementation of Health Protocols on Garuda Ticket Purchase Decisions."

A. INTRODUCTION

The Covid-19 pandemic has had a direct impact on world economic activity. Entering the second half of 2021, the transmission rate curve and the number of victims infected with the Covid-19 virus in Indonesia have never shown a decline. This condition creates a situation that is not conducive to Indonesia's economic growth, even though the government has carried out a series of policies to mitigate the Covid-19 pandemic massively and simultaneously. The Indonesian government issued a policy of large-scale travel restrictions during the Covid-19 pandemic, the policy of restrictions and the public's concern about traveling had an impact on drastically reducing the volume of human traffic and flight volume. However, in 2021 the Special Region of Yogyakarta received the title of destination city *staycation* second best after Denpasar according to Traveloka, and then the Ministry of Finance (2020) urges all staff to carry out activities or *Work from Home* (WFH), which allows work to be done with family (*staycation*).

Competition among airlines makes companies have to prioritize the satisfaction felt by their passengers. Satisfaction can be seen from the service convenience factor, health protocol procedures provided for the price offered to passengers. However, the company does not fully know the expectations desired by passengers. At least the company's management can minimize passenger uncertainty by providing better and better service every day. With the emergence of these various airlines, the competition is also getting tougher. Of the several airlines in Indonesia, Garuda Indonesia Airline which is a State-Owned Enterprise has an important role in facilitating air transportation, coupled with the flight permit it has.

During the Covid 19 pandemic, it has managed to get recognition from various parties including Garuda Indonesia 5-Star *COVID-19 Airline Safety Rating*" by Skytrax

and the highest level se Asia Pacific from *OAG Flightview* which is a rating agency *On Time Performance Independent* who is domiciled in England. Garuda Airlines is appointed by the Government of Indonesia which receives subsidies in implementing ticket prices until 2021.

Purchasing decisions are a part of consumer behavior in the form of actions that are directly involved in obtaining, determining products and services, including the decision-making process that precedes and follows these actions. Purchasing decision is a process that starts from before the decision is taken until after the purchase decision has been made. Based on these problems, the research objective is to test and analyze the effect of price, service convenience and health protocol procedures on the decision to purchase Garuda tickets.

B. LITERATURE REVIEW

Service Marketing

Service marketing or so-called *service marketing* according to Febriansyah (2021) emerged and developed as a separate sub-discipline in marketing science. Services can be defined as any actions or actions that can be offered by a party to another party which are basically of a nature *intangible* (intangible) and does not result in ownership of something according to Tjiptono (2019). However, service products can be related to physical products or not. This means that there is a pure service product (eg *child care*, *psychological consulting*, and *management consulting*) there are also services that require physical products as the main requirement (eg *ships for sea transportation*, *aircraft in flight services*, and *food in restaurants*).

Price

Price According to Kotler (2019), is the amount of money charged for a

particular product. Companies set prices in a variety of ways. In small companies, prices are often set by top management. In large companies, pricing is usually handled by divisional or product line managers. Even within these firms, top management sets general pricing objectives and policies and often approves prices proposed by lower-level management.

Service Satisfaction

Didin and Firmansyah (2019) state that customer satisfaction is a measurement or indicator of the extent to which customers or users of company products or services are very happy with the products or services received. Customer satisfaction is a comparison between expectations of perceived experience (perceived/accepted). Measuring customer satisfaction can be done by measuring the variables that affect customer satisfaction. There are five variables that affect customer satisfaction, namely: *Tangible, Reliability, Responsiveness, Assurance, Empathy*.

Health Protocol

Presence of Health Protocol Guidelines *The New Normal* at the airport is Angkasa Pura Airports' real effort & commitment in preventing and spreading COVID-19 through lifestyle changes *The New Normal* announced by the government, especially the Ministry of SOEs through Letter Number S-336/MBU/05/2020 dated 15 May 2020 regarding the preparation of scenarios *The New Normal* within BUMN. This guide specifically regulates travel procedures & requirements for prospective domestic and international passengers, efforts to prevent & spread and implement the COVID-19 health protocol including the implementation *Social/ Physical Distancing*, checking body temperature, to checking health documents

Purchase Decision

Kotler and Keller (2016) state that consumer purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations select, buy, use, and how goods, services, ideas or experiences satisfy their needs and wants. Purchase decisions are inseparable from the nature of a consumer (*consumer behavior*) so that each consumer has different habits in making purchases,

Hypothesis

The hypothesis obtained in this study is as follows:

H₁: Allegedly the price has a significant effect on the decision to purchase Garuda tickets; **H₂**: It is suspected that Service Convenience has a significant effect on the decision to purchase Garuda tickets; **H₃**: It is suspected that the application of the Health Protocol has a significant effect on the decision to purchase Garuda tickets; **H₄**: It is suspected that price, service convenience, and health protocol procedures significantly influence the decision to purchase Garuda tickets

C. RESEARCH METHODS

The research method in this research is descriptive quantitative with locations in the Special Province of Yogyakarta. The population in this study are users of aviation services whose number cannot be known with certainty by researchers, or named *infinite population* of all users of Garuda flight services in DIY Province, who have certain criteria. To determine the sample to be used in this study, it is done by using the method *nonprobability sampling* which is taken more precisely using the technique *purposive sampling*. The data sources used in this study were primary data

in the form of questionnaires and secondary data in the form of literature reviews. In this study the data used is quantitative data because it is expressed in numbers that indicate the value of the magnitude of the variable it represents.

Data collection is in the form of a questionnaire distributed via a link <https://forms.gle/ngr6WRF5kXTr8svk9> with answers in the form of numbers on a Likert scale of numbers 1 to 5 Sugiyono (2018) with the provisions of the answers: Strongly Agree (5), Agree (4), Simply Agree (3), Disagree (2), and Strongly Disagree (1). From the results of distributing the questionnaires, numerical data were obtained containing answers from 30 respondents which were then processed using SPSS version 26.

D. DISCUSSION

Validity test is carried out using correlation techniques *product moment* to calculate each statement with a total score (Sugiyono, 2018). The validity test has the following provisions: To measure whether or not a questionnaire is valid or valid, it is said to be valid, if the questions on the questionnaire are able to reveal something that the questionnaire will measure. Significance test is done by comparing the value of t count with t table for degrees of freedom (df) = $n - 2$, in this case n is the number of samples. The alpha value that is generally used is 0.05.

- a) If t count > t table then there is a positive or valid correlation
- b) If t count < t table then there is no correlation or invalid

Validity test is a test to determine whether a series of questionnaires can be used as a measuring tool for the variable you want to measure. This definition in general and many definitions of validity test. There must be a reasonable logic between a question and the

variable to be measured. In addition, the researcher must also determine whether a question is valid in measuring the variable or construct to be measured.

Reliability Test is a measure which states that a measuring instrument in behavioral research has reliability as a measuring tool, which is measured through consistency of measurement results from time to time if the phenomenon being measured does not change (Sugiyono, 2018). The formula used in reliability testing is the Cronbach Alpha coefficient with the following results: if the Cronbach Alpha results are > 0.70 then it will be said to be reliable and can be processed to the next stage, whereas if the Cronbach Alpha value is > 0.70 then the measuring instrument is not reliable.

Based on the results of the reliability test above using SPSS 26 it can be concluded that the variables Price (X1), Convenience of Service (X2) and Health Protocol Procedures (X3) on the Decision to Purchase Garuda tickets (Y) have results exceeding a minimum value of 0.70 (Cronbach Alpha > 0.70). So that the questions on the questionnaire were declared reliable in this study.

E. CONCLUSION

The conclusions in this study were: (1) the price variable with all indicators was declared valid and the question items were declared reliable, (2) the service convenience variable stated that all indicators were valid and the question items were declared reliable, (3) the procedural health protocol variable for both indicators was declared valid and question items are declared reliable, (4) purchasing decision variables with all indicators declared valid and question items declared reliable.

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