



## The Effect of Promotion, Brand Image, and Service Quality on Purchasing Decisions for Garuda Indonesia Airline Tickets

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### ABSTRACT

This study aims to analyze and find out whether promotion, brand image, and service quality influence the decision to purchase Garuda Indonesia airline tickets. The approach used in this study is an approach with quantitative methods. The type of research used in this research is descriptive research. This study used the interview method using primary data obtained by distributing questionnaires as a data collection technique. The population used in this study is all consumers who have flown using the Garuda Indonesia airline. The sampling technique used in this study was a purposive sampling technique. A total of 80 respondents were taken as samples of this study based on Ferdinand's theory (2002, 48). The analysis technique in this study uses the Partial Least Square (PLS) analysis technique. The results of this study indicate that promotion (X1), brand image (X2), and service quality (X3) have a significantly positive effect on purchasing decisions (Y). This means that if variable (X) is increased, there will also be an increase in purchasing decisions (Y).

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## **INTRODUCTION**

Air transportation is one industry that has grown rapidly. Aviation transportation in Indonesia is a very important means of transportation for Indonesia considering that Indonesia is a country consisting of various islands. In Indonesia, the aviation industry existed around 100 years ago, to be precise, during the reign of the Dutch East Indies. The Dutch East Indies government first ran a commercial airline in 1928 called Koninklijke Nederlandsch Indische Luchtvaart Maatschappij.

As time went by, problems arose within Garuda Indonesia. In 2017, the main director at the time, namely Emirsyah Satar, was named a suspect in the bribery case for the procurement of aircraft and aircraft engines. 11.33 billion in the 2018 financial report. On November 17, 2019, Garuda Indonesia was again faced with a problem, namely the smuggling scandal of big motorcycle parts for the Harley Davidson brand and folding bicycles for the Brompton brand on the new Garuda Indonesia Airbus 330-900NEO aircraft by their main director at that time, namely Ari Askhara.

Not only that, in early 2020, Garuda Indonesia was also affected by the Covid-19 pandemic which made Garuda Indonesia's finances even worse. 1.43 trillion every month. This forced Garuda Indonesia to renegotiate with the lessors. Starting from reducing the type of fleet, and rearranging the routes that are operated, especially choosing domestic routes which have proven to be more profitable than foreign routes. With the financial condition experienced by Garuda Indonesia, opinions are blowing about the sinking of this state-owned company.

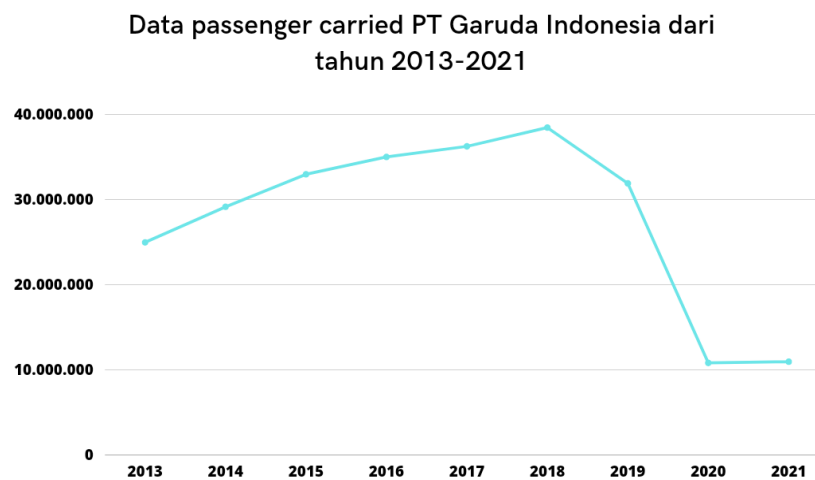
The many Garuda Indonesia scandals have led to criticism of this state-owned company, in addition to the change in the main director which has caused this company to have an increasingly chaotic management. This has had an impact on the declining quality of Garuda Indonesia's service and resulted in several loyal Garuda Indonesia customers feeling dissatisfied with the service provided by this company. Not only mandates, but many Garuda Indonesia airline customers also gave negative comments about the quality of service provided by Garuda Indonesia. Service quality is a dynamic condition that is closely related to products, services, human resources, processes and the environment that can at least meet or even exceed the expected service quality.

Garuda Indonesia also implemented the latest promotions to attract customers. Promotion is a persuasion effort that is used to persuade or encourage consumers to want to buy products or services produced by a company. The offer period is only valid for up to seven days from the date stated on the customer's boarding pass. Customers are one aspect that must be considered by the company. One of the steps that can be taken by the company is to build a positive brand image for the products or services produced by the company. According to Chalil et al. (2022) stated that brand image can be defined as a representation of the overall perception of a brand that is formed from information and past consumer experiences of a particular brand.

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**Figure 1. Data on the number of passengers of PT Garuda Indonesia from 2013-2021**



*Source: Data Historika Operasional dan Monthly Operating Garuda Indonesia (2022)*

The promotions that Garuda Indonesia has carried out are not very effective. This is supported by the diagram above which shows a drastic decline in the number of Garuda Indonesia passengers in 2018-2020. This caused this state-owned company to almost go bankrupt. This was caused by the various Garuda Indonesia scandals that occurred in succession from 2017 to 2021. These problems could make prospective Garuda Indonesia airline passengers think again about choosing to fly with this Indonesian national airline.

In addition, the Indonesian government deregulated flights in Indonesia by making it easier for new airlines to obtain flight permits, as well as many airlines providing Low-Cost carrier (LCC) services in recent years. With a wide choice of airlines that provide Low-Cost Carrier (LCC) services, do airline transportation users still consider promotions, brand image, and also the quality of service provided by Garuda Indonesia in making decisions about which airline is ideal for them? The purpose of this research is to find out whether promotion, brand image, and service quality affect the decision to purchase Garuda Indonesia airline tickets.

## **THEORETICAL REVIEW**

Promotion is a communication between sellers and buyers that comes from the right information that aims to change the attitude and behavior of buyers, who previously did not know to become familiar so that they become buyers and still remember the product (eg 2019: 129). According to Kotler & Armstrong in Ridwansyah (2017: 52), promotion is a tool or activity used by companies to communicate customer value. Meanwhile, according to Wulandari (2017), promotion is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence or persuade, and remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned. According to Kotler and Keller (2016), Promotional indicators are a) Promotional Media. b) Promotion Time. c) Promotional Messages. d) Promotional reach

Brand image is a form of brand identity for a product offered to customers that can differentiate a product from competing products (Sutiono 7 Barata, 2020). Meanwhile, according to Firmansyah (2019), brand image is a representation of the overall perception of the brand and the form of past information and experiences with the brand. Brand image has indicators put forward by Kotler and Keller in Juliet (2020) which states that a). Uniqueness (Strengths). b) Uniqueness. c) Favorite (Favorable).

According to Kotler (2019), service quality is a form of consumer assessment of the level of service received and the level of service expected. Arni Purwani and Rahma Wahdiniwaty (2017:65) state that service quality is a comparison between the customer's perceived (perceived) service and the service quality expected by the customer. Meanwhile, Fandy Tjiptono (2017: 180) defines service quality or service quality as a measure of how well the level of service provided can match customer expectations. According to Tjiptono (2019), indicators for measuring service quality are a) Physical Evidence (Tangibles). b) Reliability. c) Responsiveness. d) Assurance e) Concern Empathy

According to (Kotler and Armstrong 2017: 180) purchasing decision is the buyer's decision about which brand to buy. Complex decision-making processes often involve multiple decisions. This decision involves a choice between two or more alternatives. The consumer purchase decision is the stage where the consumer may also form an intention to buy the most preferred product, where the consumer's decision to modify, postpone, or avoid is strongly influenced by perceived risk. According to Kotler Philip, (2021), indicators in purchasing decisions are a) The stability of buying after knowing product information. b) Decided to buy because of the most preferred brand. c) Buy because according to the wishes and needs. d) Buy because you get recommendations from other people.

### ***The Effect of Promotion on Garuda Indonesia Airline Ticket Purchasing Decisions***

Promotion is a communication between sellers and buyers that comes from the right information that aims to change the attitudes and behavior of buyers, who previously did not know to become familiar so that they become buyers and still remember the product (Laksana 2019: 129). In general, customers assume that promotions can determine customer interest, most customers will be attracted by promotions provided if these promotions are felt to benefit customers. Benjamin and Yeoh Sok (2018) argue that consumers respond positively to various promotions promoted by marketers. This is because consumers believe more that during sales promotion prices all products are cheaper than usual and they feel they get better purchases. This opinion comes from research conducted by Ida Indrawati (2017) which shows that promotion has a positive effect on purchasing decisions using Garuda Indonesia Airline. So it can be concluded that the more favorable the attitude toward the promotional tool, the more likely the consumer is to make a purchasing decision during a sales promotion.

*H1: Promotion has a positive effect on the decision to purchase Garuda Indonesia airline tickets.*

### ***The Influence of Brand Image on Garuda Indonesia Airplane Ticket Purchasing Decisions.***

Kotler and Keller (Priansa, 2017) stated that brand image is a response from consumers to the entire offer made by the company. In this case, the brand image of a company must be considered because if not, potential customers will be reluctant to be interested in buying a product from the company. Hasan in (Evita, 2017) argues that a high level of brand awareness and a positive image is believed to increase the likelihood of the product being selected and reduce vulnerability to competitive forces.

The effect of brand image on purchasing decisions is stated in research by Natasha Gabrielle and Lily Harjati (2018) that brand image has a positive and significant effect on customer loyalty to Garuda Indonesia Airlines. Where it can be seen that the existence of a brand image can increase purchasing decisions made by consumers. From the description above, it can be concluded that the brand image of a company must be very good because it will affect potential customers who want to buy products from the company. If a company's brand image is good, then consumer purchasing decisions will increase, and vice versa if the company's brand image is bad, then consumer purchasing decisions will also decrease.

*H2: Brand image has a positive effect on purchasing decisions for Garuda Indonesia airline tickets.*

### ***The Influence of Service Quality on Garuda Indonesia Airline Ticket Purchasing Decisions.***

According to Kotler (2019), service quality is a form of consumer assessment of the level of service received and the level of service expected.

Service quality is the expected level of excellence and control over that level of excellence to meet consumer desires. If the service or service received or perceived is as expected, then the quality of the service or service is perceived as good and satisfactory. If the service or service received exceeds consumer expectations, then the quality of the service or service is perceived as an ideal quality. Conversely, if the service or service received is lower than expected, then the quality of the service or service is perceived as bad (Tjiptono, 2019). This is supported by Viona Puspa Candra Nurani's research (2018) that service quality has a significant effect on purchasing decisions for Garuda Indonesia tickets. So it can be concluded that the better the quality of service provided, the respondent considers choosing the airline and will make repeated flights with the same airline.

*H3: Service quality has a positive effect on the decision to purchase Garuda Indonesia airline tickets.*

## **METHODOLOGY**

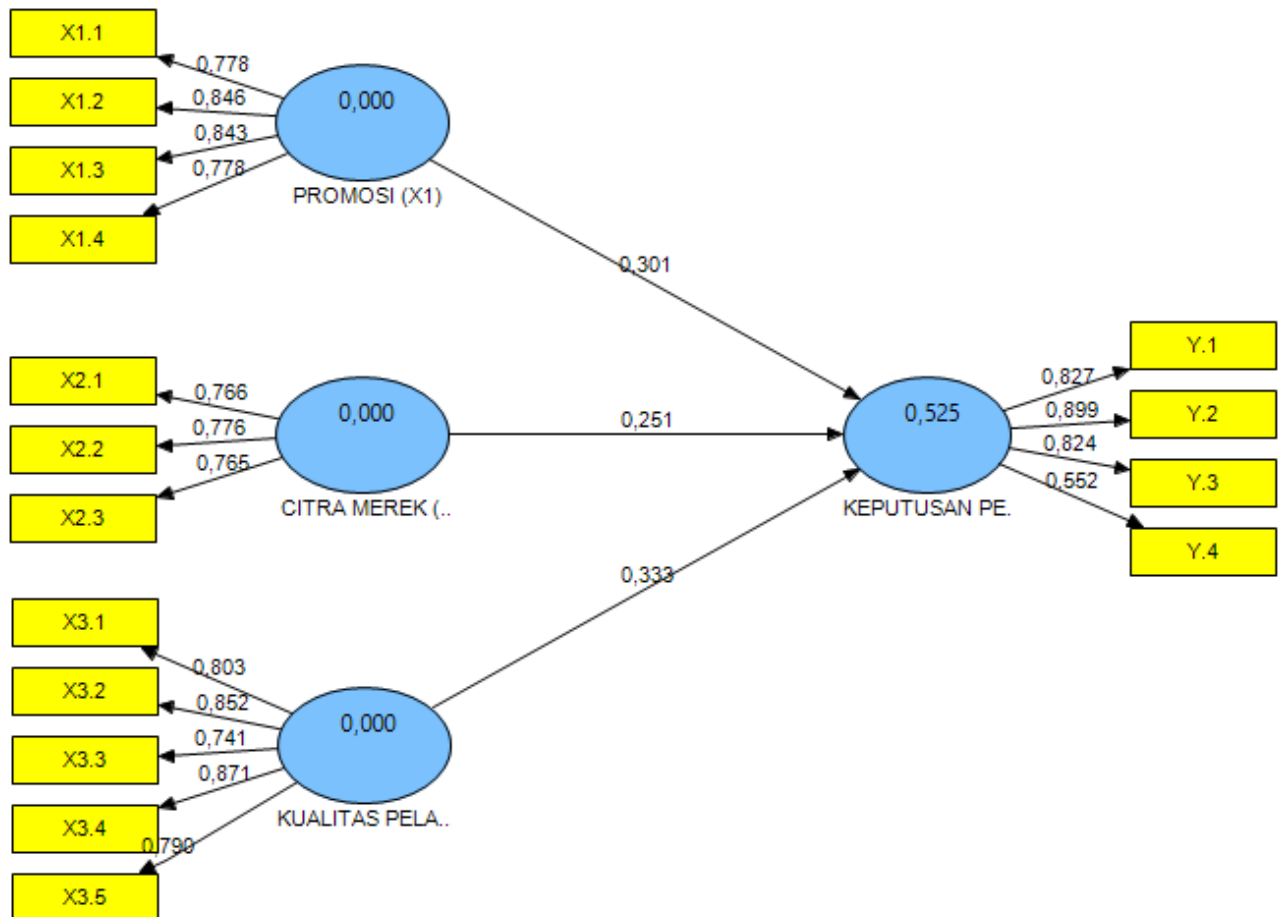
The population used in this study were all Garuda Indonesia airline consumers who had made flights using Garuda Indonesia airline before. Judging from the number, a population with an unknown amount, namely a population consisting of elements that are difficult to find its boundaries. The sampling technique used in this research is the purposive sampling technique. The number of samples used by researchers in this study is based on the theory put forward by Ferdinand (2002, 48), namely: 100-200 samples for the maximum likelihood estimation technique, depending on the number of parameters estimated. The guideline is 5-10 times the number of parameters estimated, depending on the number of indicators used in all latent variables. The number of samples is the number of indicators multiplied by 5-10. Based on point 3 in the theory put forward by Ferdinand (2002, 48), researchers will use 80 samples derived from the 5 × 16 indicators used. The PLS (Partial Least Square) analysis technique is used as a determinant of the cause-and-effect relationships of each variable.

## RESULTS AND DISCUSSION

### Data Analysis and Hypothesis Testing

#### Outer Model Analysis

Figure 3. Outer Model with Factor Loading, Path Coefficient, and R-Square



Source: Hasil olah data

From the PLS output image above, it can be seen that the magnitude of the factor loading value for each indicator is located above the arrow between the variable and the indicator, it can also be seen that the path coefficients are above the arrow line between the exogenous variables and the endogenous variables. Apart from that, you can also see the magnitude of R-Square (0.524949) which is right in the circle of endogenous variables (Purchasing Decision variables).

The measurement model in this study uses exogenous variables with reflective indicators including Promotion (X1), Brand Image (X2), and Service Quality (X3), as well as endogenous variables, namely Purchase Decision (Y). To measure the validity of one of the indicators based on the output of the outer loading table, that is by looking at the magnitude of the factor loading value

because in this modeling all indicators are reflective, the table used is the output outer loading.

**Table 1. Outer Loadings (Mean, STDEV, T-Values)**

	<i>Factor Loading (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>Standard Error (STERR)</i>	<i>T Statistics ( O/STERR )</i>
<b>X1.1 &lt;- PROMOTION (X1)</b>	0,778420	0,768964	0,071273	0,071273	10,921691
<b>X1.2 &lt;- PROMOTION(X1)</b>	0,846329	0,846279	0,028373	0,028373	29,828633
<b>X1.3 &lt;- PROMOSI (X1)</b>	0,843171	0,841546	0,027049	0,027049	31,171670
<b>X1.4 &lt;- PROMOTION (X1)</b>	0,777824	0,774432	0,046122	0,046122	16,864544
<b>X2.1 &lt;- BRAND IMAGE (X2)</b>	0,765704	0,764335	0,045005	0,045005	17,013933
<b>X2.2 &lt;- BRAND IMAGE (X2)</b>	0,776301	0,770126	0,055060	0,055060	14,099149
<b>X2.3 &lt;- BRAND IMAGE (X2)</b>	0,764897	0,762898	0,043902	0,043902	17,422952
<b>X3.1 &lt;- SERVICE QUALITY (X3)</b>	0,803216	0,802644	0,038837	0,038837	20,681933
<b>X3.2 &lt;- SERVICE QUALITY (X3)</b>	0,851649	0,847380	0,026994	0,026994	31,549673
<b>X3.3 &lt;- SERVICE QUALITY (X3)</b>	0,740970	0,738542	0,050598	0,050598	14,644177
<b>X3.4 &lt;- SERVICE QUALITY (X3)</b>	0,871262	0,869656	0,027672	0,027672	31,485579
<b>X3.5 &lt;- SERVICE QUALITY (X3)</b>	0,790369	0,789507	0,043454	0,043454	18,188828
<b>Y.1 &lt;- BUYING DECISION (Y)</b>	0,827150	0,827011	0,036977	0,036977	22,369144
<b>Y.2 &lt;- BUYING DECISION (Y)</b>	0,898826	0,896655	0,022939	0,022939	39,183651
<b>Y.3 &lt;- BUYING DECISION (Y)</b>	0,824111	0,824844	0,025374	0,025374	32,478146
<b>Y.4 &lt;- BUYING DECISION (Y)</b>	0,551832	0,544959	0,078441	0,078441	7,034990

*Source: Hasil olah data*

From the table above, the validity of the indicator is measured by looking at the Factor Loading value of the variable to the indicator, it is said that the validity is sufficient if it is greater than 0.5 and or the T-Statistic value is greater

than 1.96 (Z value at  $\alpha = 0.05$ ). Factor Loading is the correlation between indicators and variables, if it is greater than 0.5 it is considered that the validity is fulfilled as well as if the T-Statistic value is greater than 1.96 then the significance is fulfilled.

Based on the outer loading table above, all reflective indicators on the variables Promotion (X1), Brand Image (X2), Service Quality (X3), and Purchase Decision (Y), show a factor loading (original sample) greater than 0.50 and or significant (the value of the T-Statistic is more than the value of Z  $\alpha = 0.05$  (5%) = 1.96), thus the results of the estimation of all indicators have met Convergent validity or good validity. Measurement of the validity of the indicators can also be seen from the Cross Loading table, if the loading factor value for each indicator for each variable is greater than 0.6 and the factor loading value is greater than the loading factor for each indicator on the other variables, the factor loading is said to be valid, but otherwise, it is said to be invalid.

**Table 2. Cross Loading**

INDICATOR	BRAND IMAGE (X2)	BUYING DECISION (Y)	SERVICE QUALITY (X3)	PROMOTION(X1)
X1.1	0,283950	0,351151	0,294462	0,778420
X1.2	0,223833	0,439698	0,485371	0,846329
X1.3	0,329412	0,562998	0,538099	0,843171
X1.4	0,257131	0,426718	0,341761	0,777824
X2.1	0,765704	0,336041	0,573303	0,292793
X2.2	0,776301	0,488893	0,403645	0,295603
X2.3	0,764897	0,438009	0,485983	0,199215
X3.1	0,518593	0,519179	0,803216	0,362214
X3.2	0,477151	0,496054	0,851649	0,456981
X3.3	0,408766	0,471588	0,740970	0,314975
X3.4	0,527477	0,546553	0,871262	0,421326
X3.5	0,569070	0,582213	0,790369	0,561602
Y.1	0,505830	0,827150	0,617592	0,477640
Y.2	0,513227	0,898826	0,572387	0,386660
Y.3	0,459011	0,824111	0,538399	0,558817
Y.4	0,187550	0,551832	0,168755	0,314919

*Source: Hasil olah data*

From the results of cross-loading data processing, it is obtained that all loading factor values (shaded) for each indicator are good for Promotion (X1), Brand Image (X2), Service Quality (X3), and Purchase Decision (Y) variables indicating the value of factor loading above 0.6 and greater than the loading of indicator factors from other variables so that it can be said that all indicators in this study have fulfilled their validity or have good validity.

**Table 3. Average Variance Extracted (AVE)**

	<b>AVE</b>
<b>BRAND IMAGE (X2)</b>	0,591337
<b>PURCHASE DECISION (Y)</b>	0,618935
<b>SERVICE QUALITY (X3)</b>	0,660656
<b>PROMOTION (X1)</b>	0,659539

*Source: Hasil olah data*

The next measurement model is the Average Variance Extracted (AVE) value, which is the value indicating the magnitude of the indicator variance contained by the latent variable. Convergent AVE values greater than 0.5 indicate good adequacy of validity for latent variables. On the reflective indicator variable, it can be seen from the Average variance extracted (AVE) value for each construct (variable). A good model is required if the AVE value of each construct is greater than 0.5.

AVE test results for the Promotion variable (X1) of 0.659539, Brand Image variable (X2) of 0.591337, Service Quality variable (X3) of 0.660656, and Purchase Decision (Y) of 0.618935, the four variables show a value of more than 0.5, so overall the variables in this study can be said to have good validity. Composite Reliability is an index that shows the extent to which a measuring device can be trusted to be relied upon. If a tool is used twice to measure the same symptoms and the measurement results obtained are relatively consistent, then the tool is reliable. It can be said that reliability shows a consistent measuring device in the same phenomenon. The full results can be seen in the following table:

**Table 4. Composite Reliability**

	<b>Composite Reliability</b>
<b>BRAND IMAGE (X2)</b>	0,812763
<b>PURCHASE DECISION (Y)</b>	0,863248
<b>SERVICE QUALITY (X3)</b>	0,906567
<b>PROMOTION (X1)</b>	0,885528

*Source: Hasil olah data*

Construct reliability is measured by the composite reliability value, the construct is reliable if the composite reliability value is above 0.70 then the indicator is called consistent in measuring its latent variables. Composite Reliability test results show that the Promotion variable (X1) is 0.885528, the Brand Image variable (X2) is 0.812763, the Service Quality variable (X3) is 0.906567, and Purchase Decision (Y) is 0.863248, the fourth these variables show Composite Reliability values above 0.70 so that it can be said that all variables in this study are reliable.

**Table 5. Latent Variable Correlations**

	<b>BRAND IMAGE (X2)</b>	<b>PURCHASE DECISION (Y)</b>	<b>SERVICE QUALITY (X3)</b>	<b>PROMOTION (X1)</b>
<b>BRAND IMAGE (X2)</b>	1,000000			
<b>PURCHASE DECISION (Y)</b>	0,559533	1,000000		
<b>SERVICE QUALITY (X3)</b>	0,620308	0,647310	1,000000	
<b>PROMOTION (X1)</b>	0,339724	0,561741	0,527242	1,000000

*Source: Hasil olah data*

In PLS the relationship between variables or constructs can be mutually correlated with one another, be it exogenous and endogenous variables, or exogenous and exogenous variables, as shown in the table of latent variable correlations above. The relationship between one variable and another has a maximum correlation value of 1, the closer the value is to 1, the better the correlation.

From the table of latent variable correlations above, the average correlation value between one variable and another shows a fairly high and varied correlation value. The highest correlation value is found between the variable Service Quality (X3) and Purchase Decision (Y) of 0.647310, it can also be stated that among the variables in the research model, the relationship between Service Quality variable (X3) and Purchase Decision ( Y) shows a stronger relationship than the relationship between other variables, this can also be interpreted that in this research model, the level of purchasing decisions is more influenced by the variable Service Quality than other variables.

**Table 6. R-square**

	R Square
<b>BRAND IMAGE (X2)</b>	
<b>PURCHASE DECISION (Y)</b>	0,524949
<b>SERVICE QUALITY (X3)</b>	
<b>PROMOTION (X1)</b>	

*Source: Hasil olah data*

R2 value = 0.524949. It can be interpreted that the model can explain the phenomenon of Purchase Decision which is influenced by independent variables including Promotion, Brand Image and Service Quality with a variance of 52.49%. While the remaining 47.51% is explained by other variables outside of this study (besides promotion, brand image and service quality).

In addition to knowing the value of R2, the Goodness of Fit of the research model can be known from the magnitude of Q2 or Q-Square predictive relevance for structural models, which is to measure how well the observed values produced by the model and also its parameter estimates. Q-square value > 0 indicates the model has predictive relevance; conversely if the Q-Square value ≤ 0 indicates the model has less predictive relevance. The q-Square calculation is done by the formula:

$Q2 = 1 - (1 - R12) (1 - R22) \dots (1 - Rp2)$  where R12, R22 ... Rp2 are the R-square endogenous variables in the equation model. The value of Q2 has a range of  $0 < Q2 < 1$ , where closer to 1 means the model is better. This Q2 quantity is equivalent to the total determination coefficient in path analysis.

In this study, the magnitude of the value of Q2 is equal to:

$$Q^2 = 1 - (1 - 0,524949) = 0,524949.$$

From the results of the Q2 calculation with a result of 0.524949, it can be concluded that the research model can be said to fulfill predictive relevance.

### **Hypothesis Test**

Furthermore, for testing the hypothesis, it can be seen from the results of the coefficients and T-statistic values of the inner model in the following table.

**Table 7. Path Coefficients (Mean, STDEV, T-Values)**

	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STERR )	P Values
<b>BRAND IMAGE (X2) -&gt; PURCHASE DECISION (Y)</b>	0,250623	0,259034	0,080403	3,117088	0,002
<b>SERVICE QUALITY (X3) -&gt; PURCHASE DECISION (Y)</b>	0,333183	0,331514	0,095702	3,481458	0,001
<b>PROMOTION (X1) -&gt; PURCHASE DECISION (Y)</b>	0,300930	0,298216	0,070998	4,238587	0,000

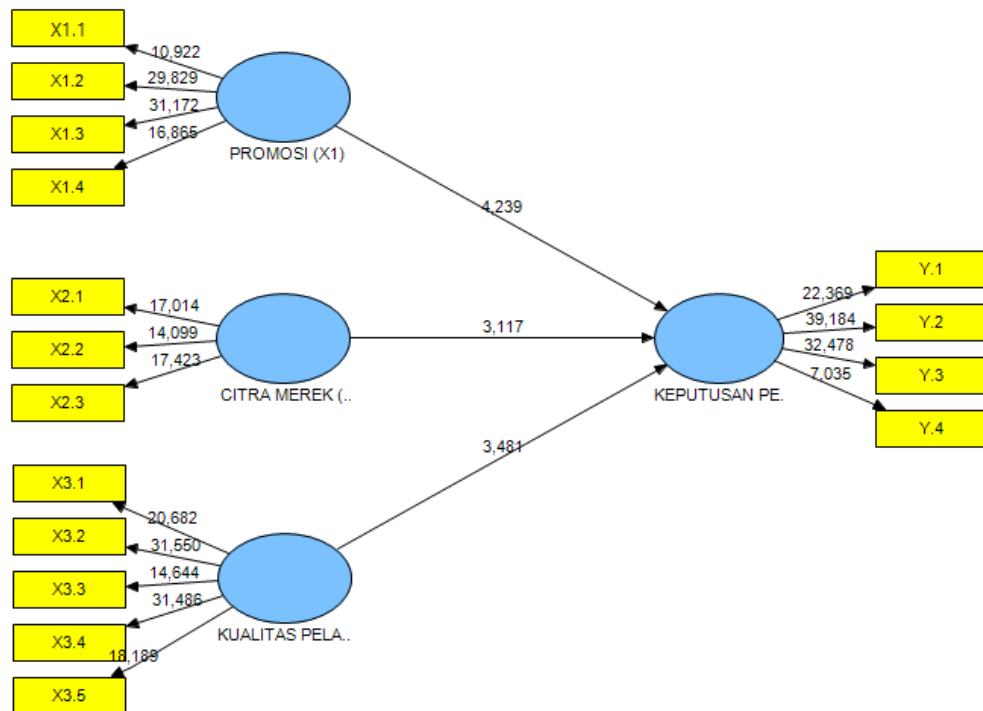
*Source: Hasil olah data*

From the table above it can be concluded that the hypothesis states:

- H1: Promotion has a positive effect on purchasing decisions for Garuda Indonesia airline tickets acceptable, with a path coefficient of 0.250623, and a T-statistic value of 3.117088 > 1.96 (T-table value of  $Z_{\alpha} = 0.05$ ), or P-Value 0.002 < 0.05, with a significant (positive) result.
- H2: Brand image has a positive effect on purchasing decisions for Garuda Indonesia airline tickets acceptable, with a path coefficient of 0.333183, and a T-statistic value of 3.481458 > 1.96 (T-table value of  $Z_{\alpha} = 0.05$ ), or P-Value 0.001 < 0.05, with a significant (positive) result.
- H3: Service quality has a positive effect on purchasing decisions for Garuda Indonesia airline tickets acceptable, with a path coefficient of 0.300930, and a T-statistic value of 4.238587 > 1.96 (T-table value of  $Z_{\alpha} = 0.05$ ) or P-Value 0.000 < 0.05, with a significant (positive) result.

The results of the significance of the T-Statistic value can be seen from the smart PLS output by bootstrapping in the following figure:

**Figure 4. Figure Inner Model with significance value of T-Statistic Bootstrapping**



*Source: olah data, output smart PLS*

### ***The Effect of Promotion on Purchasing Decisions***

The results of this study indicate the first hypothesis which states that the Promotion variable contributes significantly and in the same direction to Purchase Decisions, in other words, Promotion must have strong concepts and capabilities to achieve goals within the company. This means that the more promotions increase, the more purchasing decisions will also increase.

The highest indicator of the Promotion variable is Promotion Time. The promotion time referred to in this case is the period determined by the

company. This is done so that promotions are carried out on time and triggers consumers to make purchasing decisions for Garuda Indonesia Airlines.

There is a positive influence between Promotion on Purchasing Decisions to the theory put forward by Laksana (2019), promotion is a communication between sellers and buyers originating from the right information which aims to change the attitude and behavior of buyers, who previously did not know to become acquainted so become a buyer and keep the product in mind. The results of this study agree with previous research conducted by Ida Indrawati (2017) which states that promotion and trust also have a positive effect on increasing purchasing decisions at Garuda Indonesia Airlines.

### ***The Effect of Brand Image on Purchasing Decisions***

The results of this study indicate the second hypothesis which states that the Brand Image variable contributes significantly and in the same direction to Purchase Decisions, in other words, companies must have a good image to achieve goals within the company. This means that the more the company's brand image is improved, the more consumers' purchasing decisions will increase.

The highest indicator of the Brand Image variable is Uniqueness. The uniqueness referred to in this case is the ability to distinguish a Garuda Indonesia brand from other brands. If the brand image has improved, then the purchasing decision variable will have increased by accommodating consumer memory with a good image.

According to the hypothesis put forward by Kotler and Keller (2017), brand image is the response from customers to the full range of products and services offered by the firm. The findings of this study are corroborated by earlier research by Viona (2018), which found that brand image has a big impact on buying choices. According to study done by Natasha (2018), brand image has a large and favorable impact on the loyalty of Garuda Indonesia customers.

### ***The Effect of Service Quality on Purchasing Decisions***

The results of this study indicate the third hypothesis which states that the Service Quality variable contributes significantly and in the same direction to Purchase Decisions, in other words, that companies must have good service to achieve goals within the company. This means that the better the service quality, the higher the purchase decision will be.

The highest indicator of the Service Quality variable is assurance. The guarantee referred to in this case is the ability of Garuda Indonesia employees to build customer trust and comfort in consuming the services offered. These results indicate that the service quality of the Garuda Indonesia airline is felt to have been able to make customers feel safe and comfortable when flying with Garuda Indonesia.

According to Kotler's (2019) theory, which states that service quality is a way for consumers to evaluate the gap between the level of service they received and the level of service they expected, there is a positive relationship between service quality and purchase decisions. The findings of this study are

corroborated by earlier research by Novita (2022), which found that service quality influences purchase choices at PT. Citilink Batam in a favorable and substantial way. In addition, study by Natasha (2018) found that customer loyalty to Garuda Indonesia was significantly and favorably impacted by service quality.

## CONCLUSIONS AND RECOMMENDATIONS

Based on the results of data processing, discussion, and analysis above, it was found that the promotion, brand image, and service quality variables contributed significantly and in the same direction to the decision to purchase Garuda Indonesia airline tickets. This means that if the promotion, brand image, and purchase decision variables are increased, the consumer purchase decision will also increase. Therefore, Garuda Indonesia is expected to maintain promotions, especially during promotions that have been carried out effectively, maintain the uniqueness that the company currently has, and maintain the quality of its services, especially in the guarantees given, so that it continues to be one of the consumer's considerations for flying with Garuda Indonesia. And it is hoped that it will be further improved in the future.

## FURTHER STUDY

Future researchers are expected to add research subjects, not just focus on one research subject. The existence of two or more subjects is expected to create competition between these subjects, especially in the areas of promotion, brand image and service quality in each airline that is used as the research subject. Future researchers can also add other variables such as price perception, social influence, and many more variables that can be included in future research.

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