The Role of Online Marketing Media on Airline Ticket Purchasing Decisions

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Abstract

This study aimed to determine the effect of social media, influences, and brand image on purchasing decisions. The method used in this research is quantitative-descriptive. The population in this study were consumers who had purchased Jetstar Asia airline tickets in 2022. In this study, we used the probability sampling technique with the simple random sampling method, namely with a sample size of 160 respondents. The analysis method in this study uses SEM-PLS with the SmartPLS 3.0 application. The results of this study state that social media has a positive and significant effect on purchasing decisions, influences have a positive and significant impact on buying decisions, and brand image has a positive and significant effect on buying decisions.

Introduction

Today, digital technology is growing and advancing. The rise in internet users and society's increasing reliance on technology are indicators of this. The rapid growth of internet technology has changed people's lifestyles, especially the need for efficiency. Internet networks were introduced to make it easier for customers to access many things. The number of companies offering internet service providers can impact the tourism industry by making it easier for consumers to find products or services, thus affecting the tourism industry. Air transportation is one of the most popular means for people to travel long distances. Airlines change their products to adapt to people's preferences, trends, behaviors, and habits. These changes can affect the choice of people who use airlines to travel. Marketing methods need to be adapted. Buying airline tickets this way is more accessible and saves time, especially for customers who like to travel long distances or go on business trips.

Airlines change their products to adapt to people's preferences, trends, behaviors, and habits. These changes can affect the choices of people who use airlines to travel. Marketing methods need to be adapted. Online marketing is the most effective way to do business in today's digital era. Buying airline tickets this way is more accessible and saves time,

especially for customers who like to travel long distances or go on business trips. Therefore, companies must take quick and appropriate steps related to technological advancements, especially the internet network, which has affected the longevity of their business area. Jetstar Asia, a low-cost airline, was honored in 2022 as "World's Best Low-Cost Airlines 2022" with ninth place globally sourced from ASEAN Skyline. However, this popularity is still inferior to Scoot, which is second in position as the world's best low-cost airline. This phenomenon proves that customers do not have a high preference for Jetstar even though they provide similar services and both airlines are from Singapore.

Companies must develop a marketing strategy based on current developments so potential customers can use Jetstar Airlines. One of the most appropriate ways to market goods and services in today's digital era is by using online marketing media, namely social media. Social media is becoming a powerful marketing tool, but its use must be more creative and active to maximize customer interaction. Social media helps consumers make purchasing decisions because it offers interesting information and explanations. Besides social media, influencers in online marketing are very effective. Digital media, such as social media, is more efficient than conventional media. Influencers like celebrities have a large following and can influence consumer purchasing decisions. Jetstar Asia has utilized influencers in Indonesia through YouTube and Instagram platforms. Therefore, the brand image factor is inseparable from purchasing decisions.

According to (Farisi & Siregar, 2020), social media is a technology that allows people to interact with each other through mobile devices and the web. People can share information about valuable goods or services they like through social media networks. Social media allows marketers to get closer to customers and allows for more personalized, private, and two-way communication. In addition, social media allows marketers to learn about consumer habits, interact personally with them, and build stronger relationships with them. In marketing their products in today's digital era, influencers are closely related to online marketing. Because the media used today is more digital, such as social media, than conventional media, such as television, radio, and newspapers, the use of influencers can be effective for marketing products through social media. Influencers are currently widely used in online marketing by many companies, ranging from small to large companies. This is because people nowadays spend more time surfing in cyberspace.

Influencer marketing is a form of marketing through an online store, such as Facebook, or people with many followers on online media. Using this strategy, brands and influencers must be able to convey information about products through social media, which can then influence consumers' decisions to buy products. The approach of using influencers is creative and effective in marketing products, as the message delivered can captivate consumers' interest and be remembered. Several influencers in Indonesia promote Jetstar products that are uploaded on social media, namely the YouTube platform. An influencer shares his travel experience using Jetstar Airlines on a YouTube channel. As done by Wira Nurmansyah in his YouTube content with the title "Flight to Sydney using Jetstar!" uploaded on July 22, 2022, His YouTube content contains complaints from customers who use Jetstar Airlines. The customer told us about the problems they faced during their trip to Sydney, including the delay in the arrival of the plane, and he compared Jetstar planes to Lion Air planes, which were often delayed. According to (Rachman, 2018), an Influencer is a form of marketing a

person appointed to those who have the power, support, ability, expertise, and influence that can be relied upon to attract customers, influence and make people who see it want to buy it and use an approved product. According to (Sudha & Sheena, 2017), influencer marketing identifies and activates influential individuals in a specific target audience to be part of a product campaign to increase influence, sales, and consumer engagement. According to (Forbes, 2016), indicators of influencers include Relatability, Knowledge, Helpfulness, Confidence, and Articulation.

In addition, the brand image factor is inseparable from purchasing decisions. Building a brand image is an integral part of an effective marketing strategy for the company. Image in the company is essential so that customers remember the brand because of the associations it creates. A good brand image will make customers and producers like products with a positive image. A good brand image will also make the brand stronger than competing brands. Brands play an essential role in differentiating the products offered. Research conducted by (Lukito and Fahmi, 2020) states that the findings of this study indicate that promotion with social media has a positive and significant influence on the purchasing decisions of the Tanjung Morawa community to buy Ortuseight sneakers. Furthermore, research by (Amalia and Sagita, 2019) shows that social media influences positively affect purchasing decisions. Research conducted by (Hidayat & Setiawati, 2021) shows that brand image positively and significantly affects purchasing decisions. Some problems occur when consumers use Jetstar Asia Airlines, including customer dissatisfaction with the response from the airline in the boarding room, which does not allow cabin baggage to exceed two suitcases because the plane is entire, unfriendly stewards when entering the plane, luggage facilities that are too minimal. All of these can damage a product's image. Therefore, brand reputation is critical when searching for goods or services and is a consumer process when deciding to buy something. Customers can identify goods or services quickly and give trust to the company. Therefore, researchers are interested in the effect of social media, Influencers, and Brand Image on Purchasing Decisions.

Research Design and Method

This type of research was conducted using quantitative research; according to (Siyoto & Sodik, 2015), quantitative research is research concentrating on developing and measuring relationships between research variables and is used as an approach to get answers to research hypotheses and is closely related to the numerical and statistical analysis process, so that in general the data obtained through quantitative research is presented in the form of graphs, numbers, tables, and other forms to make it easier for readers to interpret the data presented. The population in this study consisted of Jetstar Asia consumers in Indonesia. The sample is part of the number and characteristics possessed by a population (Sugiyono, 2017). This study uses the Hair Formula because the population size is uncertain. According to (Hair Jr, Sarstedt, Ringle, & Gudergan, 2017), if the sample size is too large, say 400, then the method will become very sensitive, making it complicated to find a good measure of goodness of fit. Therefore, a minimum sample size of 5-10 observations for each indicator is recommended for estimation and obtained from the total number of indicators, namely 16 indicators times 10. Then, based on this formula, the sample size of this study is 160 people, all of whom are consumers of Jetstar Asia users in 2022, with probability sampling. The data analysis used is

Structural Equation Modeling- Partial Least Square (SEM-PLS). The data collection methods I used in this research are field research and literature study, namely by reviewing literature studies by the research, both in the form of books and from internet sources.

Results and Discussion

Results

Outer model measurements can test the validity and reliability of each indicator. The results of data processing using SmartPLS 3.0 are used to test the convergent validity value and the outer loading value. Indicators can be said to fulfill convergent validity if the outer loading value is> 0.7 (Latan & Ghozali, 2015). Table 1 shows the Convergent Validity results, which are the result of data processing iteration results so that the outer loading value of each variable has met the requirements, namely > 0.7.

Table 1. Convergen Validity

	Brand Image	Influencer	Purchase Decision	Social Media
BI1	0.858			
BI2	0.808			
BI3	0.743			
IF1		0.749		
IF3		0.750		
IF4		0.786		
IF5		0.862		
KP1			0.860	
KP3			0.786	
KP4			0.877	
MS1				0.804
MS2				0.895
MS3				0.803
MS4				0.774

Source: SPSS Output (2023)

Table 2. Discriminant Validity

	Brand Image	Influencer	Purchase Decision	Social Media
BI1	0.858	0.507	0.462	0.347
BI2	0.808	0.505	0.351	0.338
BI3	0.743	0.682	0.326	0.396
IF1	0.537	0.749	0.325	0.340
IF3	0.536	0.750	0.393	0.436
IF4	0.474	0.786	0.448	0.476
IF5	0.625	0.862	0.461	0.474
KP1	0.437	0.520	0.860	0.461
KP3	0.365	0.295	0.786	0.401
KP4	0.406	0.477	0.877	0.494
MS1	0.407	0.465	0.458	0.804
MS2	0.389	0.510	0.512	0.895
MS3	0.366	0.446	0.405	0.803
MS4	0.280	0.386	0.379	0.774

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Table 1 shows that each research variable has an outer loading value> 0.7, so all in, care is declared suitable for use in research and can be further analyzed. Social media variables, after iteration, continue to use intact indicators, totaling 4. The influencer variable originally had five indicators after eliminating the remaining four indicators. The brand image variable after iteration continues to use the full indicator; there is no elimination of indicators, so the brand image indicator is three indicators. The purchase decision variable has four indicators after elimination, so there are three indicators left.

Based on the data in Table 2, each variable has the most considerable cross-loading value on the variable formed compared to the value of other variables. From this value, it is stated that the indicators used in this study have good discriminant validity. Apart from using the cross-loading value, discriminant validity can also be seen by looking at the AVE (Average Variance Extracted) value for each indicator with a value requirement of> 0.5 (Latan & Ghozali, 2015).

Table 3. AVE

Variabel	AVE
Social Media	0.673
Influencer	0.621
Brand Image	0.647
Purchase Decision	0.709

Source: SPSS Output (2023)

The results of Table 3 show that all variables have AVE values greater than 0.5, and the minimum value of 0.621 for the influencer variable and the maximum value of 0.709 for the purchase decision variable are considered valid. This shows that the correlation value for each variable index meets the requirements of convergence validity because there is no AVE value <0.5, and it can be concluded that all survey data are valid.

Table 4. Variables in the Equation of Logistic Regression

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Tax Optimization	57.878	26.143	4.901	1	.027	1.369E+25
	Regulatory Compliance (1)	.489	1.296	.142	1	.706	1.631
	Enviromental Risk	.172	.079	4.763	1	.029	1.187
	Constant	-26.371	11.694	5.086	1	.024	.000

a. Variable(s) entered on step 1: TaxOptimization, Regulatory Compliance, Enviromental Risk.
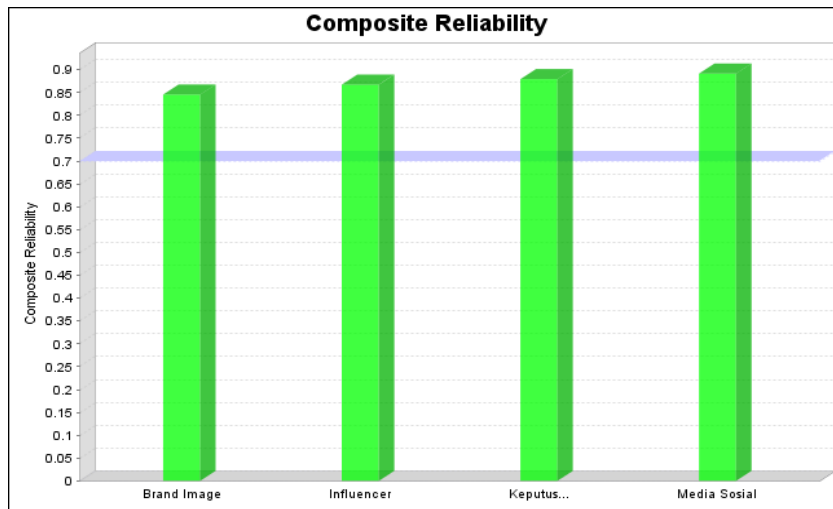
Figure 1. Composite Reliability

Each variable has a composite reliability value above the PLS standard limit or > 0.7. So, the data shows that all variables have a high level of reliability. Reliability testing with composite reliability can be strengthened by using Cronbach's alpha. Variables can be declared reliable if they meet Cronbach's alpha of > 0.7 (Sarwono & Narimawati, 2015). Figure 2: Cronbach's alpha results from each variable:
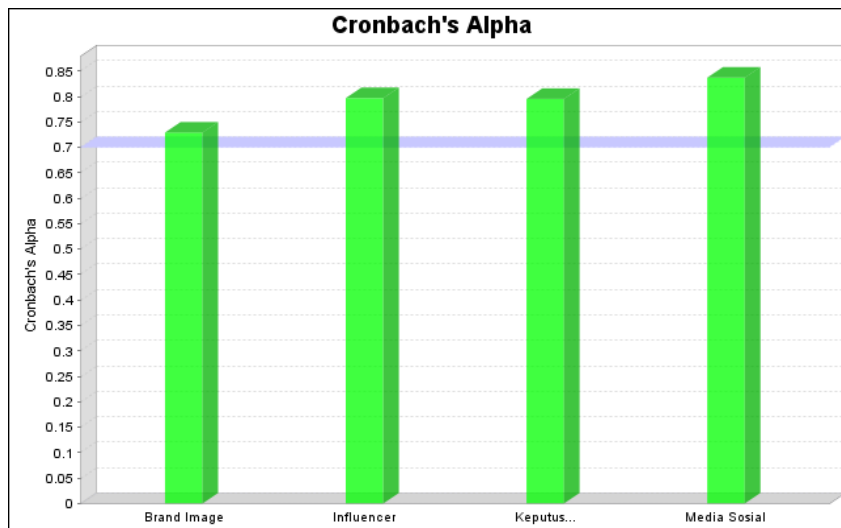

Figure 2. Cronbach's Alpha

Based on the graph shown, each variable has exceeded the proper limit. Although the brand image variable is right on the boundary line, it still exceeds the value of 0.7. So that the data in this study can be declared reliable. This study will discuss the evaluation using R2 for the dependent variable and the path coefficient value for the independent variable. Figure 3 shows the output results from SmartPLS:
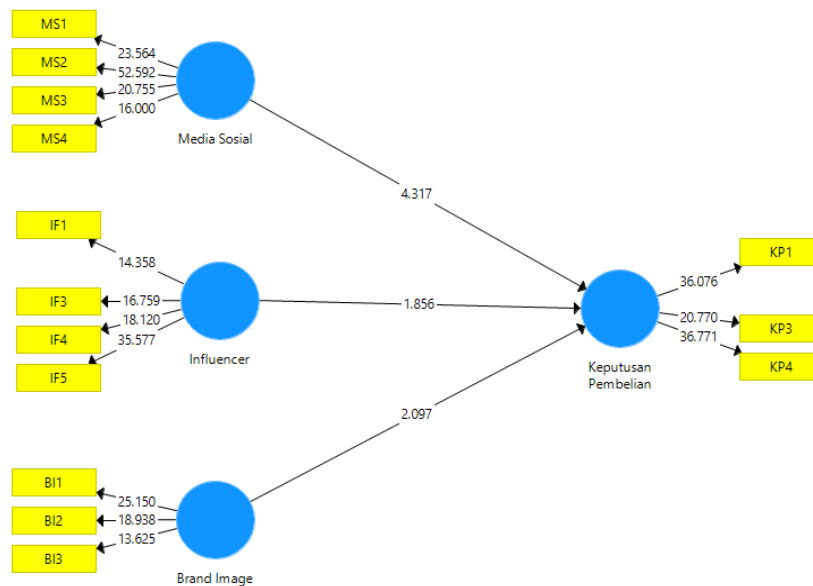
Figure 3. Inner Model

Then, the significance is assessed by looking at the t-statistic value of each path shown in Table 4, which results from the inner model processed using the PLS 3.0 system.

Table 4. t-statistics

Variabel	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistic (| O/STDEV |)	P Values
Brand Image ➔ Purchase Decision	0.189	0.193	0.090	2.097	0.018
Influencer ➔ Purchase Decision	0.202	0.204	0.109	1.856	0.032
Social Media ➔ Purchase Decision	0.344	0.343	0.180	4.317	0.000

The effect of social media on purchasing decisions has a T-statistic value of 4.317 (>1.64) and a P-value of 0.000 (<0.05). Based on the hypothesis test above, it can be said that social media significantly influences purchasing decisions. Social media positively influences purchasing decisions, as evidenced by the original sample value of 0.344.

Discussion

Based on the test results above, it can be concluded that social media positively and significantly affects the decision to purchase Jetstar Asia airline tickets online at Juanda International Airport. Then, the results of H1 show that Ha is accepted, and Ho is rejected. The influence of influences on purchasing decisions has a T-statistic value of 1.856 (>1.64) and a P-value of 0.032 (<0.05). Based on the hypothesis test above, it can be said that influences significantly influence purchasing decisions. Influencers positively influence purchasing decisions, as evidenced by the original sample value of 0.202. Based on the test results above, it can be concluded that the influence positively and significantly affect purchasing decisions for Jetstar Asia airline tickets online at Juanda International Airport.

Then, the results of H2 show that Ha is accepted, and Ho is rejected.

The effect of brand image on purchasing decisions has a T-statistic value of 2.097 (> 1.64) and a P-value of 0.018 (<0.05). Based on the hypothesis test above, it can be said that brand image significantly influences purchasing decisions. The original sample value of 0.189 is evidence that brand image has a positive impact on purchasing decisions. Based on the test results above, it can be concluded that brand image positively and significantly affects purchasing decisions for Jetstar Asia airline tickets online at Juanda International Airport. Then, the results of H3 show that Ha is accepted, and Ho is rejected. Social media is an online communication method that informs potential customers about Jetstar's products, attracts their attention, and binds and convinces them. Promotional activities carried out by Jetstar directly affect the increase in sales of Jetstar Asia airline tickets online. Therefore, the more frequent promotion in the media, the more the company will be recognized by its consumers and increase sales of its products.

The results of hypothesis testing using statistical data show that, with a significant level of 0.344, it means that there is a significant influence between social media variables on purchasing decisions. In the relationship between social media and purchasing decisions, the T-statistic value is 4.317, more significant than 1.64, and the P-value is 0.000, more diminutive than 0.05. This value indicates that the relationship between social media and purchasing decisions qualifies as significant, so the first hypothesis is accepted. The positive and significant number indicates that better social media marketing can significantly impact customer purchasing decisions. With social media marketing increasing or good, Jetstar Parties can generate actual purchases. Consumers seek all the information about the goods they buy through social media.

These results align with previous research conducted by (Lukito & Fahmi, 2020), which states that effective use of social media leads to increased purchasing decisions. So, it is concluded that social media positively and significantly affects purchasing decisions. Influencers are people or individuals with many social network followers who can influence their followers to make decisions. The results of hypothesis testing with statistical data show that, with a significant level of 0.202, it means that there is a significant influence between influence variables on purchasing decisions. In the relationship between influencers and purchasing decisions, the T-statistic value is 1.856, more significant than 1.64, and the P-value is 0.032, more diminutive than 0.05. This value indicates that the relationship between influencers and purchasing decisions qualifies as significant, so the second hypothesis is accepted. With positive and significant numbers, it shows that the more the Jetstar company chooses the right influencers for the products it wants to sell, the greater its ability to influence and increase customer purchasing decisions.

Influencer marketing allows them to regularly share their life stories, including the products they market, which triggers interactions between them and their followers. These interactions convince the influencer's followers or potential buyers about the product they are using, which may influence their decision to purchase Jetstar airline tickets online at Juanda International Airport. These results align with previous research conducted by (Pratiwi & Patrikha, 2021), which states that influences significantly influence their followers, leading to purchasing decisions. So, it is concluded that positive influences and significantly affect purchasing decisions. Brand image is a consumer's perception of a brand based on previous

experience and information about goods or services. The results of hypothesis testing using statistical data show that, with a significance level of 0.189, it means that there is a significant influence between brand image variables on purchasing decisions. In the relationship between brand image and purchasing decisions, the T-statistic value is 2.097, more significant than 1.64, and the P-value is 0.018, smaller than 0,.05.

This value shows that the relationship between brand image and purchasing decisions qualifies as significant, so the third hypothesis is accepted. Looking at the positive and significant numbers, the better the company's brand image, the more potential customers will remember it, and the more involved the brand image is with the product offered, namely Jetstar Asia, and the perceived potential of the company. Thus, it can influence and increase the level of purchasing decisions. These results align with previous research conducted by (Hidayat & Setiawati, 2021, which shows that brand image variables influence purchasing decisions positively and significantly.

Conclusions

Based on the results and discussion, it can be concluded that social media positively and significantly influences purchasing decisions for Jetstar Asia airline tickets. This means that the better the social media is marketed, the more it influences and increases consumer purchasing decisions. There is a positive and significant influence between influences on purchasing decisions for Jetstar Asia airline tickets. This means that the more the Jetstar company chooses the right influence for the products it wants to market, the greater its influence on consumer purchasing decisions. Brand image has a positive and significant influence on purchasing decisions for Jetstar Asia airline tickets. This means that the better brand image of a company will be more remembered by potential consumers and more closely associated with the products offered. These, namely Jetstar and vice versa, companies to potential consumers can have a more significant impact on the purchase level of a product.

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