Model of Consumer Behavior Intention

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Abstract: The main objective of this research to analyze the influence of price perception, service quality, safety, brand image on consumer purchase intention on Air Asia Indonesia. Respondents who became the object of the study amounted 200 people. This research, using questionnaires directly face to face with the respondent as a tool for collecting data. This research uses the method of multiple regression. The results of this research are as follows: The price perception have not significant effect on customer purchase intention in Air Asia flight service, service quality have significantly effect on customer purchase intention in Air Asia flight service, safety have not significantly effect on customer purchase intention to buy Air Asia flight service, brand image have significantly effect on customer purchase intention to buy the Air Asia flight service. This research is expected to be a material consideration for further research and management to know how important variables influencing buying interest in Air Asia. Hopefully there will be a development with the aim of improving consumer buying behavior.

Key Words: Price perception, service quality, Safety, Brand Image, customer purchase intention

INTRODUCTION

The development of airline services from year to year is of concern to the wider community. It can be seen from the intense competition and pricing services offered by various airlines. The appeal of the aviation industry is quite large and promising. It can be seen many in the business aviation industry, which includes Air Asia, Lion Air, Sriwijaya Air, Batavia Air, etc. It also supported the development of the aviation industry expanding human movement quickly developed, so a lot of the business aviation industry which opens this flight.

In this study, we want to analyze how consumers view will be the price factor, brand image on product and services provided and the quality can affect the interest of consumer purchases on Air Asia

and in the study took the topic Air Asia because a lot of things to be discussed concerns the price The cost of Air Asia.

THE PROBLEM FORMULATION

The formulation of the problem in this study are as follows:

1. Is there effect price perception on customer purchase intention?
2. Is there effect service quality on customer purchase intention?
3. Is there effect aviation safety on customer purchase intention?
4. Is there is effect brand image on customer purchase intention?

RESEARCH PURPOSES

The research objective to be achieved from this study, namely:

1. To determine effect of price perception on customer purchase intention.
2. To determine effect of service quality on customer purchase intention.
3. To determine effect of aviation safety on customer purchase intention.
4. To determine effect of brand image on customer purchase intention.

THEORETICAL

According to Lehtinen and Jarvinen (2015) states that in general there are four characteristics of the service which can be defined as follows: Intangible (intangibility), integral (inseparability), varied (variability), can be destroyed (perishability). Services can be classified based on various criteria. According to Ismail, Rose, and Foboy (2016), can be classified among other services: based on the nature of the action services, relationships with customers, the level of customization and the ability to maintain a constant standard in the delivery of services, and the nature of demand and supply services

According to Kotler and Keller (2012), the price is affected four major aspects of cultural, social, personal (age, occupation, economic conditions) and psychology (motivation, perception, trust).

Quality according to Afridi, Khattak, and Khan (2016) is the overall characteristics and properties of a product or service that affect its ability to satisfy stated or implied.

Five gap (gap) that causes the differences of perception about the service quality is as follows (Gunasekare, 2016): the perception gap management, quality specifications, delivery services, marketing communications, and the perceived gaps in service. Bath and Bhanawat (2016) in one study of SERVQUAL had identified five groups of characteristics that consumers use in evaluating service quality are evidence of the direct (tangible), reliability (reliability), responsiveness (responsiveness), assurance (assurance), empathy (empathy).

Brand image (Brand Image) is a representation of the overall perception of the brand and is formed of information and past experience to the brand. (Latif, Islam, Rahman, Mohamad, and Kongsompong, 2016).

Regarding the safety and security (flight) is an important part of the objectives of the low country. Article 1 point 48 of Law No.1 / 2009 defines safety of flight (aviation safety) as "a state of fulfillment of the requirements of safety in the use of airspace, aircraft, airports, air transport, navigation, aviation and support facilities and other public facilities."

According Hong and Rhee (2016) that the customer purchase motivations comprises a variety of things and can be classified into two categories. These categories are motivation purchase is emotional and rational motivations purchase.

Conceptual Model

Previously discussed some of the things that influence consumer purchase decisions, in this case of services provided by low cost airlines. For this study will analyze the extent to which factors such as price perception, service quality and brand image influence consumer purchase intention & the services of PT AirAsia Indonesia.
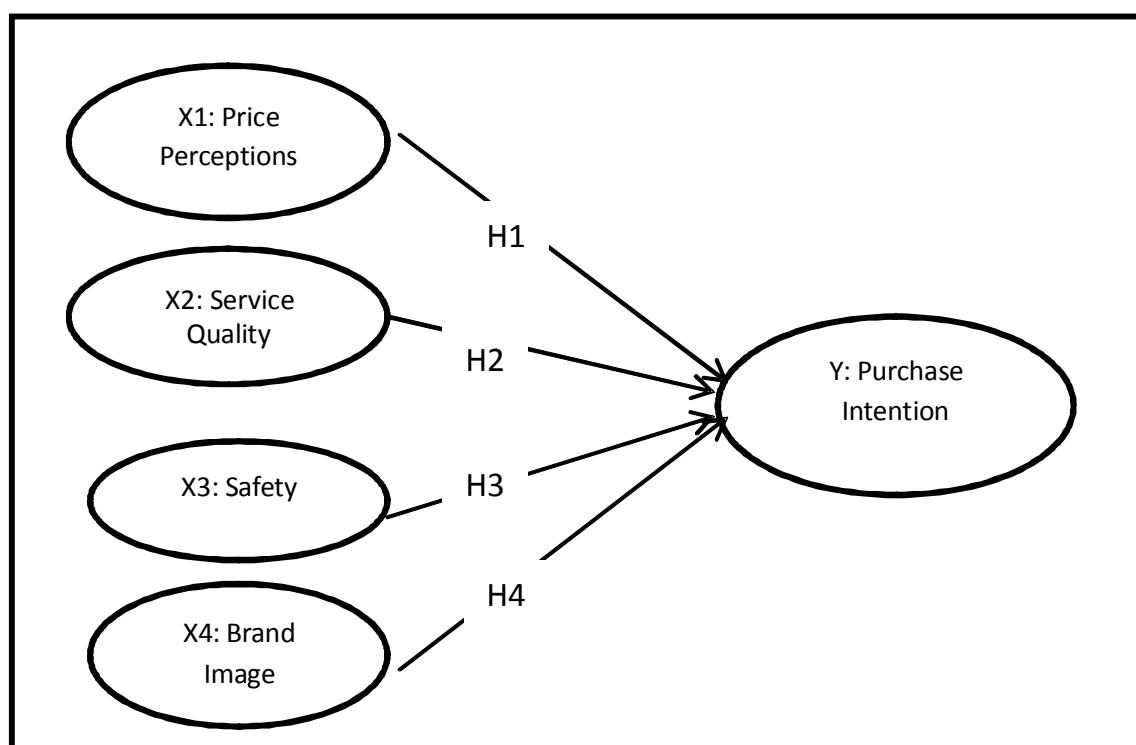
Picture 1: Conceptual Framework Model

Hypotheses

1. There is effect price perception on customer purchase intention.

2. There is effect service quality on customer purchase intention.

3. There is effect aviation safety on customer purchase intention.

4. There is effect brand image on customer purchase intention.

RESEARCH METHODOLOGY

The method used is the method of a survey of users of the airline Air Asia. Data regarding the effect - will influence interest in purchasing airline tickets Air Asia will be collected through a survey using a questionnaire. Questionnaires were distributed directly. Respondents were asked to fill out all the questions on the questionnaire with a scale of 1-4.

Analysis method

The analytical method to be used is a factor analysis and regression analysis.

Sampling Method

Selection of the sample unit is based on the objective assessment on the use of probability theory. Probability sampling method is used random sampling. Respondents who became the object of the study amounted 200 people. In this study, there are four variables studied. Based on the research model, it can be seen that the price perceptions, service quality, brand image, safety are the independent variables, while purchase intention is the dependent variable.

Multiple Regression Model

In regression analysis, it is often a variable to be studied depend on more than one variable. In this study, will be used multiple regression method because there are independent variables included in the regression equation.

The regression equation for multiple regression is:

$$Yi = \beta_0 + \beta_1 X1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X4 + \varepsilon$$

Information

Y= Purchase intention

$\beta0$ = constant

β = Regression coeficients

X1 = Price perceiption

X2 =Service Quality

X3 = Safety

X4 = brand image

ε = residuals

DISCUSSION AND ANALYSIS

Profile of Respondents

Respondents were divided into two (2) categories based on gender that 49% of respondents gender Male while 51% respondents gender Female.

Respondents age

Respondents were divided into four (4) categories by age group, which is less than 20 years, 21-35 years, 35-50 years and above 50 years. The majority of respondents aged 21-35 years (45%). 34% of respondents aged under 20 years, 13% of respondents aged 35-50 years, and only 8% of respondents aged over 50 years.

Respondents Last Education

Respondents were divided into four (4) categories based on the latest education, ie below <S1, S1 and <S2. Majority of respondents were under S1 (57%). 35% of respondents educated S1, 8% of respondents educated under S2.

Respondents job

Respondents were divided into five (5) categories based on employment, such as students or students, entrepreneurs, civil servants or private, and housewives. The majority of respondents worked as a student or students (60%). 3% of respondents are self-employed, 29% of respondents are employees of private individual or country, 8% of respondents housewife.

Respondents Spending Per Month

Respondents were divided into four (4) categories based on expenditures per month, which is less than 2 million Rupiah, 2 to 5 million Rupiah, 5 to 10 million rupiah, and over 10 million rupiah per month. The majority of respondents under 2 million rupiah per month (56%). 31% of respondents spent 2 million to 5 million per month, 9% of respondents spent 5 to 10 million rupiah per month, and 4% of respondents spent over 10 million.

Frequency of Flights

Respondents are divided into eight (8) categories based on the frequency of flights per year, ie 1-5 times, 6-10 times, and over 10 times. The majority of respondents frequency of its flights to fly 1-5 times per year (64%). 25% of respondents that the frequency of its flights per year 6-10 times to fly, and 11% of respondents flight frequency per year over 10 times to fly.

DATA ANALYSIS

Regression Analysis of Purchase Intention

Based on the data that has been analyzed using Multiple Regression Model obtained the following results, presented in Table 1 and Table 2.

Table 1
Summary Regression Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.456[a]	.208	.192	.89905143

a. Predictors: (Constant), CM, H, K. KP

Table 2
ANOVA Regression

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.383	1	10.346	12.799	.000[a]
	Residual	157.617	195	.808		
	Total	199.000	199			

Tabel 3
Regretion Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	-3.110E-17	.064		.000	1.000	-.125	.125
	H	.052	.070	.052	.752	.453	-.085	.190
	KP	.253	.076	.253	3.316	.001	.103	.404
	K	.068	.072	.068	.951	.343	-.073	.210
	CM	.211	.077	.211	2.754	.006	.060	.362

a. Dependent Variable: MB

Coefficients[a]

According to the table above, the analysis of the effect of X1 (Price Perception), X2 (Service Quality), X3 (Safety), and X4 (Brand Image) to Y (Purchase Intention) are as follows:

Research Result

To determine the influence of X1 (Price Perception), X2 (Service Quality), X3 (Safety / Security), and X4 (Brand Image) to Y (Purchasing Intention) are presented in Table 4.

Table 4
Results

Hypothesis	Item	Sig.	Explanation
H1	Price Perceiption has significant effect on purchase intention of Airlane Air Asia	.453	Not Significant
H2	Service Quality has significant effect on purchase intention of Airlane Air Asia	.001	Significant
H3	Safety has no significant effect on purchase intention of Airlane Air Asia	.343	Not Significant
H4	Brand Image has significant effect on purchase intention of Airlane Air Asia	.006	Significant

Based on the results of research above, the price perceptions has affect on purchase intention but not significant. These results do not support the initial hypothesis of this study. This shows that Air Asia had been considered has charge of the least expensive by the customers, so that they no longer consider the price in deciding to buy Air Asia tickets. But consider the service quality for buying Air Asia tickets, as was evident on hypothesis 2.

Service Quality has significantly affect on purchase intention. The relationship shown is significant. These results support the initial hypothesis of this study. The result of this research in line with the results of the study Afridi, Khattak, and Khan (2016) there are affect service quality on behavior intention. Likewise Gunasekare, (2016) service quality have impact on purchase behavior. Bath and Bhanawat (2016) in one study of SERVQUAL had identified five groups of characteristics that consumers use in evaluating service quality are evidence of the direct (tangible), reliability (reliability), responsiveness (responsiveness), assurance (assurance), empathy (empathy) have impact on buying behavior.

The safety has no significant affect on purchase intention. The relationship shown in the study is not significant relationship. These results do not support the initial hypothesis of this study. The results of the analysis contrary to the results of the study of article 1 point 48 of Law No.1 / 2009 defines safety of flight (aviation safety) as "a state of fulfillment of the requirements of safety in the use of airspace, aircraft, airports, air transport, navigation, aviation and support facilities and other public facilities.

Brand image has affects on purchase intention. The relationship shown is a significant relationship. These results support the initial hypothesis of this study. The result of this research in line with the results of the study Latif, Islam, Rahman, Mohamad, and Kongsompong, (2016) brand image (Brand Image) is a representation of the overall perception of the brand and is formed of information and past experience to the brand.

Improve the service quality of Air Asia in handle flight delays. Quality increases, the price can support, as well as purchase intention from consumers is growing. Increase cooperation with the travel agent either small or large in the availability of tickets and the tour cooperation with the services of Air Asia flights. Promote creative promotion, the company must implement the concept of Integrated Marketing Communication such as promotion through online media as well as banner through certain media, etc.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The price perceptions has affect on purchase intention but not significant. This shows that Air Asia had been considered has charge of the least expensive by the customers, so that they no longer consider the price in deciding to buy Air Asia tickets.

Service Quality has significantly affect on purchase intention. Customer consider the service quality for buying Air Asia tickets

The safety has no significant affect on purchase intention. Customer Air Asia did not consider safety in choose Air Asia, because they assume that Air Asia relatively are safe.

Brand image has affects on purchase intention. Brand Image is a representation of the overall perception of the brand and is formed of information and past experience to the brand.

Suggestion

Improve the service quality of Air Asia in handle flight delays. Quality increases, the price can support, as well as purchase intention from consumers is growing.

Increase cooperation with the travel agent either small or large in the availability of tickets and the tour cooperation with the services of Air Asia flights.

Promote creative promotion, the company must implement the concept of Integrated Marketing Communication such as promotion through online media as well as banner through certain media, etc.

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