

**THE INFLUENCE OF PRICE OF TICKET, SERVICE QUALITY
IN-FLIGHT AND CORPORATE IMAGE TOWARD BUYING
DECISIONS ON FLIGHT SERVICES IN**

PT.GARUDA INDONESIA Tbk

(Study at Consumer in Manado, Flight Route Manado-Jakarta)

THESIS

YOHANIS KADMAS

16042060



MANAGEMENT DEPARTMENT

FACULTY OF ECONOMICS

UNIVERSITAS KATOLIK DE LA SALLE

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TITLE PAGE

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16042060

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YOHANIS KADMAS

16042060

Has been fulfilled the requirement to be accepted by advisor commissions

Advisor I

Ch. Adrie P. Koleangan, SE., MM.

Advisor II

Joseph J. A. Turambi, SE., M.Sc.

Manado, July 23rd 2020

Faculty of Economics

Universitas Katolik De La Salle Manado

Dean Of Economics Faculty

Octavianus M. T Muaja, SE., MM

Head Of Management Departement

Loureine P. Sumual, SE., MFM

LEGALIZATION PAGE

**THE INFLUENCE OF PRICE OF TICKET, SERVICE
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(Study at Consumer in Manado, Flight Route Manado-Jakarta)

YOHANIS KADMAS

16042060

Has been examined and defended in front of examiners board

On July 23rd 2020

Advisor



Ch. Adrie P. Koleangan, SE.,MM

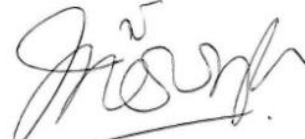
Examiners,



Johannes A. Timbuleng, SIP., M.Pub.Admin



Joseph J. A. Turambi, SE., M.Sc.



Merry J. Korompis, SE., MM

This Thesis has been accepted as partial fulfillment

To obtain Bachelor Degree of Management

On July 23rd 2020

Aknowledge By

Dean Of Economics Faculty




Octavianus M. T Muaja, SE., MM

Head Of Management Departement



Loureine P. Sumual, SE., MFM

ABSTRACT

YOHANIS KADMAS, THE INFLUENCE OF PRICE OF TICKET, SERVICE QUALITY IN-FLIGHT AND COMPANY IMAGE TOWARD BUYING DECISIONS ON FLIGHT SERVICES IN PT.GARUDA INDONESIA Tbk (Study at Consumer in Manado, Flight Ruote Manado-Jakarta)

(GUIDED BY KOLEANGAN P. ADRIE. CH AND TURAMBI. A. J. JOSEPH)

Buying decision is a process where consumers identify problems, seek information about products or services from a particular brand and evaluate each alternative properly to solve the problem and then lead to buying decisions by consumers. The purpose of this study is to measure and analyze the influence of prices of ticket (X1), service quality in-flight (X2) and corporate image (X3) on buying decisions (Y) on Garuda Indonesia flight services, in Manado for Manado-Jakarta flight routes.

This research used quantitative methods using questionnaire data that was spread by researchers on skating in the city of Manado who used the Garuda Indonesia Route Manado-Jakarta, and the processing of questionnaire data using the application of SPSS 24 multiple linear regression analysis method as an analysis tool

The results of this study indicate that price of ticket, service quality in-flight, and corporate image have a significant influence on purchasing decisions. and the results of the F Test variable Prices of Ticket, Service Quality In-Flight and Corporate Image simultaneous influence Purchasing Decisions on Garuda Indonesia Services route Manado-Jakarta, in Manado.

Keywords: Price of ticket, Service Quality in-flight, Corporate Image and Buying Decision

ABSTRAK

YOHANIS KADMAS, PENGARUH HARGA TIKET, KUALITAS LAYANAN DALAM PENERBANGAN DAN CITRA PERUSAHAAN TERHADAP KEPUTUSAN PEMBELIAN PADA LAYANAN PENERBANGAN DI PT.GARUDA INDONESIA Tbk (Studi pada Konsumen di Manado, Penerbangan Rute Manado-Jakarta)

(DIBIMBING OLEH CH. ADRIE P. KOLEANGAN DAN JOSEPH J. A TURAMBI)

Keputusan pembelian merupakan suatu proses dimana konsumen mengenali masalahnya, menarik informasi mengenai produk atau jasa dan merek tertentu dan mengevaluasi secara baik dari masing-masing alternative tersebut agar dapat memecahkan masalahnya dan kemudian mengarah pada keputusan pembelian oleh konsumen. Tujuan dari penelitian ini untuk mengukur dan menganalisis pengaruh dari variabel Harga tiket, Kualitas Pelayanan dalam penerbangan, dan Citra Perusahaan terhadap keputusan Pembelian pada Jasa penerbangan Garuda Indonesia, di kota manado untuk rute penerbangan Manado-Jakarta.

Jenis penelitian ini menggunakan metode Kuantitatif dengan menggunakan data kuesioner yang di sebarakan oleh peneliti pada konsumen di kota Manado yang pernah menggunakan Jasa penerbangan Garuda Indonesia rute Manado-Jakarta, dan pengolahan data kuesioner menggunakan aplikasi SPSS 24 metode analisis regresi linear berganda sebagai alat analisis.

Hasil penelitian ini menunjukkan bahwa Harga tiket, Kualitas Pelayanan dalam Penerbangan, dan Citra Perusahaan memiliki pengaruh signifikan secara parsial terhadap Keputusan Pembelian. dan hasil dari Uji F variabel Harga Tiket, Kualitas Pelayanan dalam Penerbangan, dan Citra Perusahaan secara bersamaan mempengaruhi Keputusan Pembelian pada Jasa Penerbangan Garuda Indonesia rute Manado-Jakarta, di Manado.

Kata kunci: Harga tiket, Kualitas Layanan dalam penerbangan, Citra Perusahaan dan Keputusan Pembelian

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Praise and Gratitude to God Almighty for always protecting and guiding me at all times, so that I can conduct research and prepare thesis reports on time. With the title the Influence of Prices Of Ticket, Service Quality in-Flight, and Corporate Image toward Buying Decisions on Flight Services at PT.Garuda Indonesia Tbk (Study of Consumers in Manado, Manado-Jakarta Route Flights).

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Manado, July 23rd 2020

Student

STATEMENT OF THESIS ORIGINALITY

I, who sign this thesis statement, state that this thesis:

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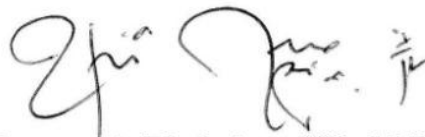


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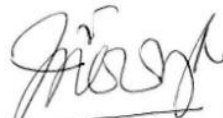
YOHANIS KADMAS

Witness I, as advisor and member of Examiners Board



Johanness A. Timbuleng, SIP., M.Pub.Admin

Witness II, as member of Examiners Board



Merry J. Korompis, SE., MM

Witness III, as member of Examiners Board

TABLE OF CONTENTS

TITLE PAGE	i
APPROVAL PAGE	Error! Bookmark not defined.
LEGALIZATION PAGE	Error! Bookmark not defined.
ABSTRACT	iv
ABSTRAK	v
ACKNOWLEDGEMENT	vi
STATEMENT OF THESIS ORIGINALITY	Error! Bookmark not defined.
TABLE OF CONTENTS	ix
LIST OF FIGURES	xiv
LIST OF TABLES	xv
LIST OF APPENDICES	xvii
CHAPTER I INTRODUCTION	Error! Bookmark not defined.
1.1 Background	Error! Bookmark not defined.
1.2 Problem statement	Error! Bookmark not defined.
1.3 Objective Of Research	Error! Bookmark not defined.
1.4 Research Limitation	Error! Bookmark not defined.
1.5 Research Benefit	Error! Bookmark not defined.

1.5.1 Theoretical Benefit.....	Error! Bookmark not defined.
1.5.2 Practical Benefit	Error! Bookmark not defined.
CHAPTER II THEORETICAL FRAMEWORK ..	Error! Bookmark not defined.
2.1 Theoretical Basic.....	Error! Bookmark not defined.
2.1.1 Marketing Management	Error! Bookmark not defined.
2.1.2 Definition of Marketing	Error! Bookmark not defined.
2.1.3 Role of marketing.....	Error! Bookmark not defined.
2.1.4 Marketing System	Error! Bookmark not defined.
2.1.5 Consumer behavior	Error! Bookmark not defined.
2.1.6 Price	Error! Bookmark not defined.
2.1.7 The Role of Prices in Purchasing Decisions ..	Error! Bookmark not defined.
2.1.8 Indicator of Price.....	Error! Bookmark not defined.
2.1.9 Service Quality.....	Error! Bookmark not defined.
2.1.10 Service Quality Benefits	Error! Bookmark not defined.
2.1.11 Assessment of consumer attitudes towards service quality	Error!
Bookmark not defined.	
2.1.12 Types of customer service.....	Error! Bookmark not defined.
2.1.13 Indicators of Service Quality	Error! Bookmark not defined.
2.1.14 Company Image	Error! Bookmark not defined.
2.1.15 Steps for forming Company Image	Error! Bookmark not defined.

2.1.16 Four Elements Enhance The Company's Image	Error! Bookmark not defined.
2.1.17 Type of Corporate Image	Error! Bookmark not defined.
2.1.18 Indicators of Company Image	Error! Bookmark not defined.
2.1.19 Buying Decision.....	Error! Bookmark not defined.
2.2 Previous Research	Error! Bookmark not defined.
2.3 Framework	Error! Bookmark not defined.
2.4 Relationships Between Variables.....	Error! Bookmark not defined.
2.4 Hypothesis.....	Error! Bookmark not defined.
CHAPTER III RESEARCH METHOD	Error! Bookmark not defined.
3.1 Time, Budget, Area, and Object of Research...	Error! Bookmark not defined.
3.1.1 Time	Error! Bookmark not defined.
3.1.2 Budget, Area, and Object of Research	Error! Bookmark not defined.
3.2 Types of Research	Error! Bookmark not defined.
3.3 Population, Samples, and Sampling Techniques	Error! Bookmark not defined.
3.3.1 Population	Error! Bookmark not defined.
3.3.2 Samples	Error! Bookmark not defined.
3.3.3 Sampling Methods	Error! Bookmark not defined.
3.4 Data and Data Sources	Error! Bookmark not defined.

3.4.1 Data	Error! Bookmark not defined.
3.4.2 Data Source	Error! Bookmark not defined.
3.5 Data Collection Methods	Error! Bookmark not defined.
3.5.1 Validity Test.....	Error! Bookmark not defined.
3.5.2 Reliability Test.....	Error! Bookmark not defined.
3.6. Variable Definition.....	Error! Bookmark not defined.
3.6.1 Operational Definition	Error! Bookmark not defined.
3.7 Types of Data	Error! Bookmark not defined.
3.8 Classical Assumption Test	Error! Bookmark not defined.
3.8.1 Normality Test	Error! Bookmark not defined.
3.8.2 Multicollinearity Test.....	Error! Bookmark not defined.
3.8.3 Autocorrelation Test	Error! Bookmark not defined.
3.8.4 Heteroscedasticity Test	Error! Bookmark not defined.
3.9 Analysis of Multiple Linears Regression.....	Error! Bookmark not defined.
3.10 Hypothesis Test.....	Error! Bookmark not defined.
3.10.1 T-Test (Partial Test)	Error! Bookmark not defined.
3.10.2 F-Test (Simultaneous Test)	Error! Bookmark not defined.
3.11 Data Analysis Method.....	Error! Bookmark not defined.
3.11.1 Multiple Coefficient Correlation (r).....	Error! Bookmark not defined.
CHAPTER IV RESULT AND DISCUSSION	Error! Bookmark not defined.

4.1 Result Analysis and Discussion	Error! Bookmark not defined.
4.1.1 Sampel Demography	Error! Bookmark not defined.
4.1.2 Questionairre Data	Error! Bookmark not defined.
4.2.1 Validity Test.....	Error! Bookmark not defined.
4.2.2 Reliability Test.....	Error! Bookmark not defined.
4.3 Classical Assumption test	Error! Bookmark not defined.
4.3.1 Normality Test	Error! Bookmark not defined.
4.3.2 Multicilliearity Test.....	Error! Bookmark not defined.
4.3.3 Autocorelation Test.....	Error! Bookmark not defined.
4.3.4 Heteroscedacity Test	Error! Bookmark not defined.
4.4 Multiple Linear Regression Analysis	Error! Bookmark not defined.
4.6 Hypotetsis test	Error! Bookmark not defined.
4.6.1 Partial Test (T-test)	Error! Bookmark not defined.
4.6.2 F-Tets (Simultaneous Test)	Error! Bookmark not defined.
4.7 Multiple Coefficient Corelation (r)	Error! Bookmark not defined.
4.6.1 Multiple Coefficient Determination (r2)	Error! Bookmark not defined.
BAB V CONCLUSION AND RECOMMENDATIONS....	Error! Bookmark not defined.
defined.	
5.1 Conclusion	Error! Bookmark not defined.
5.2 Recommendations	Error! Bookmark not defined.

BIBLIOGRAPHY**Error! Bookmark not defined.**

LIST OF FIGURES

Figure 1.1 Passenger Seat facilities and LCD screen.....	4
Figure 1.2 Garuda Indonesia International Award.....	5
Figure 2.1 Marketing Management Function.....	10
Figure 2.2 Framework.....	30
Figure 4.1 Respondent Based on Gender.....	52
Figure 4.2 Respondent Based on Age.....	53
Figure 4.3 Respondent Based on Occupation.....	54
Figure 4.4 Respondent Based on Total use of Garuda Indonesia.....	55
Figure 4.5 Respondent Based on Income.....	56
Figure 4.6 Normality P-Plot Test.....	60
Figure 4.7 Heteroscedacity Test Scaterplot.....	62

LIST OF TABLES

Table 1.1 Total domestic flight passenger production.....	1
Table 1.2 Comparison of domestic passenger numbers.....	2
Tabel 1.3 Average Economy class ticket prices.....	3
Tabel 1.4 Type of passenger service Garuda Indonesia flight.....	4
Table 1.5 The accident rate of Garuda Indonesia last five years.....	5
Table 2.1 Previous Research.....	28
Table 3.1 Time of Research.....	33
Table 3.2 Research Costs.....	34
Table 3.3 Research Instrumen.....	40
Tabel 3.4 Durbin Watson's Test Decision.....	43
Table 4.1 Kuesioner Distribution.....	57
Table 4.2 The R result of Validity test.....	58
Table 4.3 Alpha Cronbach's.....	59
Tabel 4.4 The Result of Reliability Test.....	59
Table 4.5 Uji Multikolinearitas.....	60
Tabel 4.6 Uji autokorelasi Durbin Watson.....	61
Table 4.7 The Result Multiple Regression Analysis.....	63

Table 4.8 Result of Partial Test.....	65
Table 4.9 Result of Simultaneous test.....	66
Table 4.10 (r) and (r^2).....	67

LIST OF APPENDICES

Appendix 1 Request For Research.....	78
Appendix 2 The number of Garuda Indonesia passengers in the 2019 Manado-Jakarta route.....	79
Appendix 3 Questionnaire.....	80
Appendix 4 Tabulation of Research Data.....	86
Appendix 5 R-table and T-table.....	104
Appendix 6 Table of Durbin Watson.....	108
Appendix 7 F-test.....	114
Appendix 8 Data Collection Documentation.....	117

