



The Effect of Brand Image and Promotion on Purchase Decision on Air Asia

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Abstract: The tight competition in the aviation industry, especially in airlines that implement the low-cost concept (LCC), and the impact of COVID-19 require airline companies or LCC airlines to adapt by making relevant strategic adjustments to remain competitive amid intense competition in LCC airlines. This study aims to determine the effect of brand image and promotion on purchasing decisions for Air Asia Airlines. The research method used is quantitative, using a variance-based Structural Equation Model (SEM) analysis tool with the help of the SmartPLS 4.0 system. The population of this study consisted of all users of Air Asia airline services on the CGK-SIN route, with a sample of 100 respondents. Non-probability sampling techniques were used to determine sample criteria by convenience sampling. The study's results show a significant positive influence between Brand Image and Promotion on Purchasing Decisions for Air Asia Airlines tickets.

Keywords: Brand Image, Promotion, Purchase Decision, Air Asia, Airlines

INTRODUCTION

As a provider of air transportation services, the aviation sector has experienced significant growth as the number of airlines operating and passengers has increased rapidly following the enactment of aviation industry regulations (Dananjaya B & Fachrul J, 2021).

The proliferation of low-cost carriers (LCCs) has significantly transformed the competitive landscape in the aviation industry. The LCC concept promotes operational efficiency, reduces air traffic congestion, and increases overall demand. In response, conventional airlines have been forced to make adjustments, including lowering ticket prices (Yuliani & Fahkrudin A, 2022).

The rise of low-cost carriers has not only intensified competition but also significantly transformed the aviation industry in Indonesia. This shift has democratized air travel, making it more affordable and accessible to a wider range of consumers. As a result, airlines are now in a race to bolster their brand image and devise effective promotional strategies to retain their market share (Bunga & Kholid Mawardi, 2017).

AirAsia, a Malaysian airline operating on a low-cost carrier (LCC) business model, has successfully established its position in the Indonesian aviation market. One of AirAsia's competitive advantages lies in its highly competitive ticket prices, especially for international routes, compared to other LCCs. This is an advantage for AirAsia, enabling it to achieve success in 2023, a year in which AirAsia received the World's Best Low-Cost Airlines award (SKYTRAX, 2023). The Skytrax award, recognized globally as a mark of excellence, significantly influences how people perceive AirAsia, playing a crucial role in building a strong brand image to remain competitive with other LCCs. However, according to The Ministry of Transportation RI (2023), with a domestic market share of only 3.06%, which is significantly behind its competitors in LCC services such as Lion Air (27.73%) and Citilink (17.03%), AirAsia needs to increase its promotional efforts and build a stronger differentiation. By leveraging the strength of its established brand and implementing a suitable marketing strategy, AirAsia has the potential to significantly increase its market share in Indonesia and continue to grow as a leader in the low-cost aviation industry.

The COVID-19 pandemic has significantly impacted the global aviation industry, including in Indonesia, amidst intense competition of LCC. This has forced airlines to rapidly adapt in the post-COVID-19 era, making significant strategic adjustments to survive and remain relevant in an increasingly competitive landscape (Frianto Peranginangin et al., 2022).

Brand image plays a crucial role in influencing purchasing decisions and is an essential aspect that companies, as market players, must pay attention to. Through a positive brand image, emotional values are instilled in consumers. Brands help buyers evaluate, primarily when buyers cannot assess a product's characteristics. Thus, a brand can symbolize a certain level of quality for buyers. In other words, people allow that perception of quality to represent the product. Research conducted by Suheri et al. (2022) found that brand image significantly influences purchasing decisions.

Promotion is crucial in influencing purchasing decisions and shaping a company's strategy. AirAsia's promotions are not limited to just discounted airline tickets. The airline also offers various bundling packages that combine airline tickets with accommodation or tourist activities. These promotions, often announced through social media or AirAsia's official website, are targeted at international routes and usually include attractive offers such as accessible seats for early bookers. Research conducted by Baihaqi Tandibua & Nainggolan (2023) shows that promotions significantly impact purchasing decisions.

The research conducted by Armawati et al. (2014) showed that brand image positively and significantly influences purchasing decisions. However, the results of the research undertaken by Yohana (2021) indicated that brand image does not considerably influence purchasing decisions. Subekti (2017) found that promotion has a positive and considerable influence. However, different results were found in the study by Abdul et al. (2017) that promotion does not significantly influence. A literature review shows inconsistencies in research results regarding the influence of brand image and promotion on purchasing decisions. Therefore, this study aims to fill this gap and provide a more comprehensive understanding of the role of these two variables. Thus, this study was conducted to re-examine the influence of brand image and promotion on ticket purchasing decisions at Air Asia.

Literature review

Brand Image

As Tingkir (2014) explained, brand image is "a consumer's mental picture of a brand. A positive brand image can build consumer preference for the brand, thus increasing the likelihood of purchase." This is supported by research (Suheri et al., 2022), which shows that "brand image is one of the main factors influencing purchasing decisions." Tjiptono

(2015) defines "brand image as a consumer's perception of a brand that is formed from various associations and beliefs."

According to Bangun (2015), several brand image indicators exist, including brand association strength, benefits, and uniqueness. Product attributes are distinctive characteristics that differentiate a brand from its competitors, with elements such as packaging, benefits, price, taste, quality, and reputation significantly shaping consumers' perceptions of the brand. Product benefits are also an important aspect, where a strong brand provides consumers with assurance regarding the benefits they will obtain from the product, and the information stated on the packaging helps consumers choose products that suit their needs and preferences. Attitudes towards a brand are formed not only from the physical attributes of a product but also from the values that consumers associate with the brand, which, although subjective and difficult to measure, significantly influence consumers' purchasing decisions. In addition, the uniqueness of brand associations is also essential for creating a positive perception, where strong associations can assure consumers that the product can meet their needs. The strength of brand associations is determined by how strong consumers' memories of the brand are and how that information is connected to other aspects in consumers' minds. Ultimately, the uniqueness of brand associations is the key to differentiating oneself from competitors and creating a lasting impression in consumers' minds.

Promotion

According to Jackson R.S. Weenas (2013), "promotion is a marketing activity designed to provide a short-term boost to consumer purchases. The main objective of promotion is to inform, persuade, and remind consumers about the products or services offered." Kotler & Armstrong (2019) "differentiate sales promotion from advertising. While advertising focuses more on giving reasons why consumers need to buy a product, sales promotion emphasizes why consumers should buy the product now." (Hermawan Agus, 2013) "defines sales promotion as a set of strategies designed to stimulate consumer purchasing interest in a specific period. Various types of incentives are used to achieve this goal."

According to Senggetang et al. (2019), several important indicators of promotion need to be considered. While promotion frequency, quality, and quantity are crucial, the duration of the promotion, or promotion time, is particularly significant. This indicator reflects the planning and execution of a promotion, making it a key factor in its success.

Purchase Decision

Putri Sari (2020) explains that "a purchase decision result from of considering several options. In other words, consumers will choose the best option from several available alternatives." A purchase decision result of a series of processes that involve considering various factors, such as needs, wants, and previously obtained information (Puspa & Nurani, 2018). Yasmin (2017) states that "the decision to buy a product does not necessarily lead directly to a purchase action. There is still an implementation stage that consumers must go through."

According to Bangun (2015), several indicators influence purchasing decisions. This process begins with problem recognition, which involves recognizing consumer problems and needs. After the problem is identified, consumers will search for information through various sources, including personal, commercial, public, and experiential sources. The next step is the evaluation of alternatives, where consumers consider various available options before finally making a purchasing decision. After the purchase, consumers will exhibit post-purchase behavior, reflecting their satisfaction or dissatisfaction with the product or service purchased.

Hypothesis

A hypothesis is a tentative statement that still needs to be proven true. This hypothesis is based on existing theories or knowledge but is still considered a conjecture. Therefore, the hypothesis must be tested empirically through appropriate research methods, such as statistical testing (Yam & Taufik, 2021).

Brand image, or the consumer's perception of a product, is a crucial factor that can significantly influence purchasing decisions (Meisyaroh, 2017). This is a consistent finding in previous studies, such as those by Wahyuni et al. (2023), Amuati & Ariyanti (2016), and Ginting (2017), which have all demonstrated the pivotal role of brand image in consumer purchasing decisions. This underscores the importance of businesses investing in building a positive brand image, which can lead to increased sales. Therefore, the first hypothesis can be firmly stated as:

H1: There is a positive and significant effect between brand image on purchase decision.

Promotion is a key player in influencing consumer purchasing decisions. Companies must therefore craft effective and relevant promotional strategies to meet consumer needs (Andono Bimo & Fadila Dwi Firda, 2022). Numerous studies, such as those by Yuniar (2017), Melisa et al. (2021), and Baihaqi Tandibua & Nainggolan (2023), consistently show that promotions have a significant and positive influence on consumers' decisions to purchase a product. These findings underscore the importance of promotion as a factor that can encourage consumers to make a purchase. Therefore, the next hypothesis can be confidently stated as:

H2: There is a positive and significant effect between promotion on purchase decision.

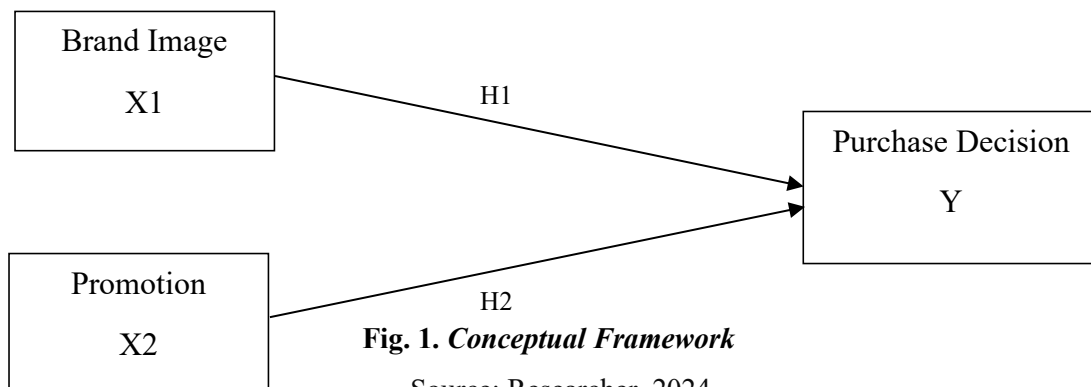


Fig. 1. Conceptual Framework

Source: Researcher, 2024

METHOD

This research adopts a quantitative approach, which involves the analysis of numerical data. The quantitative method was chosen because it allows us to empirically test hypotheses using various statistical techniques (Eko Sudarmanto et al., 2021). This study was conducted in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi). The population in this study is all AirAsia flight service users on the CGK-SIN route who are domiciled in Jabodetabek. To obtain representative data, the researcher took a sample of 100 respondents based on the Lameshow formula, using a non-probability sampling technique to determine sample criteria through convenience sampling. Data in this study was collected using a questionnaire using a 5-point Likert scale. Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 4.0 software.

Table 1. Measurement of Variables

Variable	Operational Definition	Items	Source
Brand Image	Brand Image is a specific perception or meaning that consumers have about a particular brand, formed from various associations or mental connections that consumers make between the brand and certain characteristics.	<ol style="list-style-type: none"> 1. Product Attributes 2. Product Benefits 3. Attitudes Toward the Brand 4. Strength of Brand Association 5. Strength of Brand Association 6. Uniqueness of Brand Association 	Tingkir (2014)
Promotion	Promotion is a temporary marketing strategy designed to increase sales of a product or service within a short period of time in order to attract consumers to make an immediate purchase.	<ol style="list-style-type: none"> 1. Promotion frequency 2. Promotion quality 3. Promotion quantity 4. Promotion duration 5. Promotion targeting accuracy 	Jackson R.S. Weenas (2013)
Purchase Decision	A purchase decision is the outcome of a sequential process where consumers determine whether or not they will buy something based on their previous actions and evaluations.	<ol style="list-style-type: none"> 1. Problem Recognition 2. Recognizing a Need 3. Personal Sources 4. Commercial Sources 5. Public Sources 6. Experience Sources 7. Evaluation of Alternative 8. Purchase Decision 9. Post-Purchase Behavior 	Yasmin (2017)

Source: Researcher, 2024

RESULT AND DISCUSSION

Respondents Characteristics

Data collection in this study was conducted through the distribution of online questionnaires to 100 respondents who are users of AirAsia airline services in the Jabodetabek area. Respondents were selected based on specific criteria such as gender, age,

education, occupation, domicile, frequency of use, and purpose of travel. The collected data was then analyzed descriptively using diagrams to present the research findings.

Gender

Respondents in this study were categorized based on gender, namely male and female. The distribution of respondents by gender is presented in Figure 2.

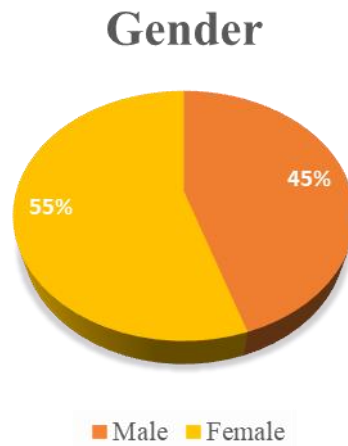


Fig.2. Gender Characteristics of Respondents

Source: Researcher, 2024

Based on the data in Figure 2, it can be seen that the majority of respondents in this study were female, with 55 respondents (55%). Meanwhile, male respondents numbered 45 (45%).

Age

Respondents in this study were also grouped by age, namely 17-25 years, 26-35 years, 35-50 years, and >50 years. The distribution of respondents by age is presented in Figure 3.

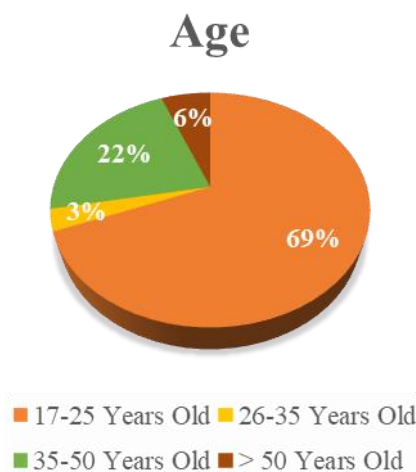


Fig. 3. Age Characteristics of Respondents

Source: Researcher, 2024

Based on the data in Figure 3, it can be concluded that the majority of respondents were aged 17-25, with 69 respondents (69%), followed by those aged 35-50, with 22 respondents (22%), 26-35, with 3 respondents (3%), and >50, with 6 respondents (6%).

Latest Education

Respondents in this study were categorized based on their highest level of education, which was divided into five categories: Senior High School, D1-D4, S1, S2, and S3. The distribution of respondents by education level is presented in Figure 4.

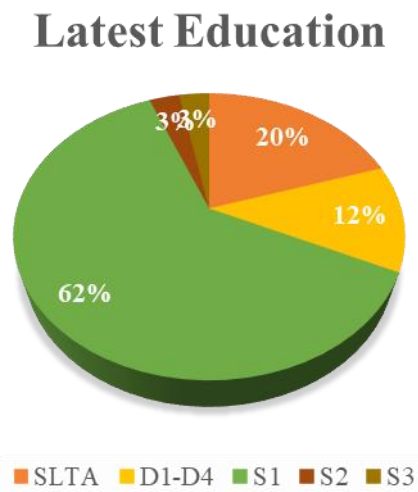


Fig. 4. Latest Education Characteristics of Respondents

Source: Researcher, 2024

Based on the data in Figure 4, it can be seen that 20 respondents (20%) had a Senior High School education, 12 respondents (12%) had a D1-D4 education, 62 respondents (62%) had a Bachelor's degree (S1), 3 respondents (3%) had a Master's degree (S2), and 3 respondents (3%) had a Doctoral degree (S3).

Jobs

Respondents in this study were categorized based on their occupation, which was divided into five categories: Student, Private Employee, Government Employee, Entrepreneur, and Unemployed. The distribution of respondents by occupation is presented in Figure 5.

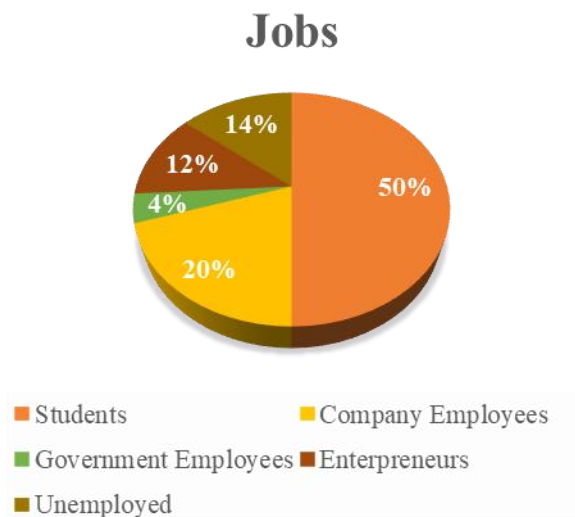


Fig. 5. Respondents' Jobs Characteristics

Source: Researcher, 2024

The data in Figure 5 show that 50 respondents (50%) were students, 20 respondents (20%) were private employees, 4 respondents (4%) were government employees, 12 respondents (12%) were entrepreneurs, and 14 respondents (14%) were unemployed.

Regional

Respondents in this study were also grouped based on region, which was categorized into five regions: Jakarta, Bogor, Depok, Tangerang, and Bekasi. The distribution of respondents by region is presented in Figure 6.

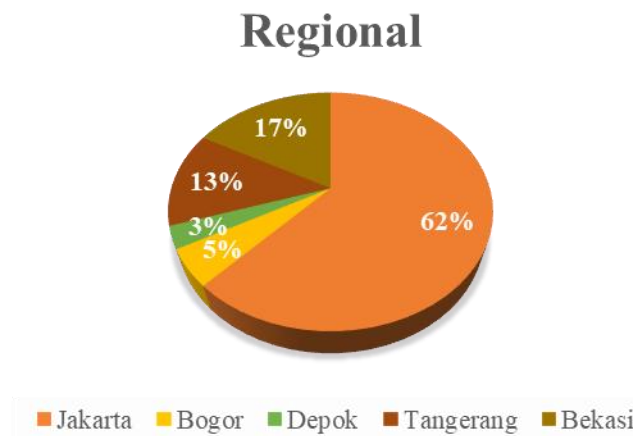


Fig. 6. Regional characteristics of Respondents

Source: Researcher, 2024

Based on the data in Figure 6, it can be seen that 62 respondents (62%) were from Jakarta, 5 respondents (5%) were from Bogor, 3 respondents (3%) were from Depok, 13 respondents (13%) were from Tangerang, and 17 respondents (17%) were from Bekasi.

Based on Frequency of Use

Respondents in this study were categorized based on their frequency of using AirAsia within a year. The frequency was divided into six categories: one time, two times, three times, four times, five times, and more than five times. The distribution of respondents based on frequency of use is presented in Figure 7.

Based on Frequency of Use

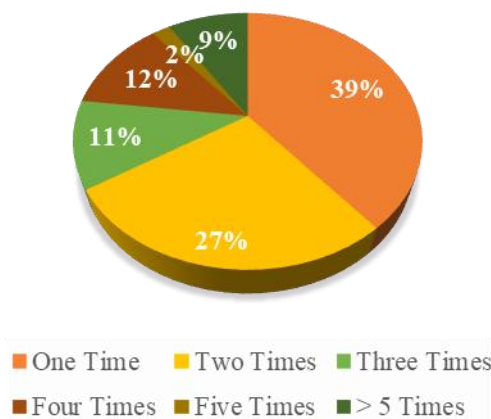


Fig. 7. Characteristic Frequency of Use

Source: Researcher, 2024

Based on the data in Figure 7, it can be seen that 39 respondents (39%) used AirAsia once in a year, 27 respondents (27%) used it twice, 11 respondents (11%) used it three times, 12 respondents (12%) used it four times, 2 respondents (2%) used it five times, and 9 respondents (9%) used it more than 5 times.

Travel Purpose

Respondents in this study were categorized based on their travel purpose, which was divided into five categories: Vacation, Business, Education, Visiting Family/Relatives, and Special Events (Weddings, etc.). The distribution of respondents based on travel purposes is presented in Figure 8.

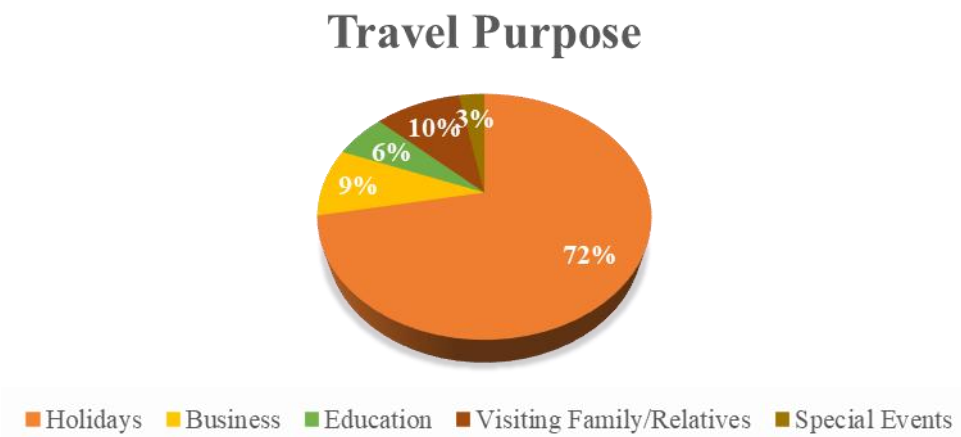


Fig. 8. Travel purpose characteristics of respondents

Source: Researcher, 2024

Based on the data in Figure 8, it can be seen that 72 respondents (72%) traveled for vacation, 9 respondents (9%) traveled for business, 6 respondents (6%) traveled for education, 10 respondents (10%) traveled to visit family or relatives, and 3 respondents (3%) traveled for special events (such as weddings).

Evaluation of the Measurement Model (Outer Model)

In this study, we conducted a series of validity and reliability tests using SmartPLS 4.0 to ensure the quality of the data and research instruments. Convergent validity, discriminant validity, and reliability tests were used to assess the validity and reliability of the constructs measured in this study.

Convergent Validity

The concept of convergent validity refers to the extent to which the indicators used to measure a latent variable are consistent. The strength of the relationship between the indicators and their latent variable can be seen from the loading factor value. A loading factor value of 0.7 indicates that the indicator is highly suitable for measuring the intended construct. In research, a value of 0.5 is usually considered acceptable, and some experts even argue that a value of 0.4 is acceptable. These values indicate the extent to which the indicator represents the concept we are measuring (Haryono, 2017). In addition to looking at the loading factor value, another way to measure whether the indicators truly measure the intended concept is by looking at the Average Variance Extracted (AVE) value. If the AVE value is greater than 0.5, it can be assured that the indicators are sufficiently good (Hair et al., 2019).

From the results of data processing using PLS, the following results were obtained:

Table 2. Convergent Validity and Average Variance Extracted

Variable	Items	Outer Loadings	AVE	Results
Brand Image	X1.1	0.787	0.615	Valid
	X1.2	0.772		Valid
	X1.3	0.818		Valid
	X1.4	0.832		Valid
	X1.5	0.848		Valid
	X1.6	0.629		Valid

Promotion	X2.1	0.763	0.642	Valid
	X2.2	0.756		Valid
	X2.3	0.836		Valid
	X2.4	0.771		Valid
	X2.5	0.809		Valid
	X2.6	0.864		Valid
Purchase Decision	Y1.1	0.589	0.593	Valid
	Y1.2	0.835		Valid
	Y1.3	0.773		Valid
	Y1.4	0.775		Valid
	Y1.5	0.772		Valid
	Y1.6	0.734		Valid
	Y1.7	0.755		Valid
	Y1.8	0.848		Valid
	Y1.9	0.821		Valid

Source: Processed Data Smart PLS 4.0, 2024

The results in Table 2 show that all indicators have outer loadings above 0.5, meeting the generally accepted minimum criteria. Additionally, all variables Average Variance Extracted (AVE) exceeded the 0.5 threshold. These findings indicate that the indicators used in this study successfully measured the intended constructs, thus meeting the criteria for convergent validity.

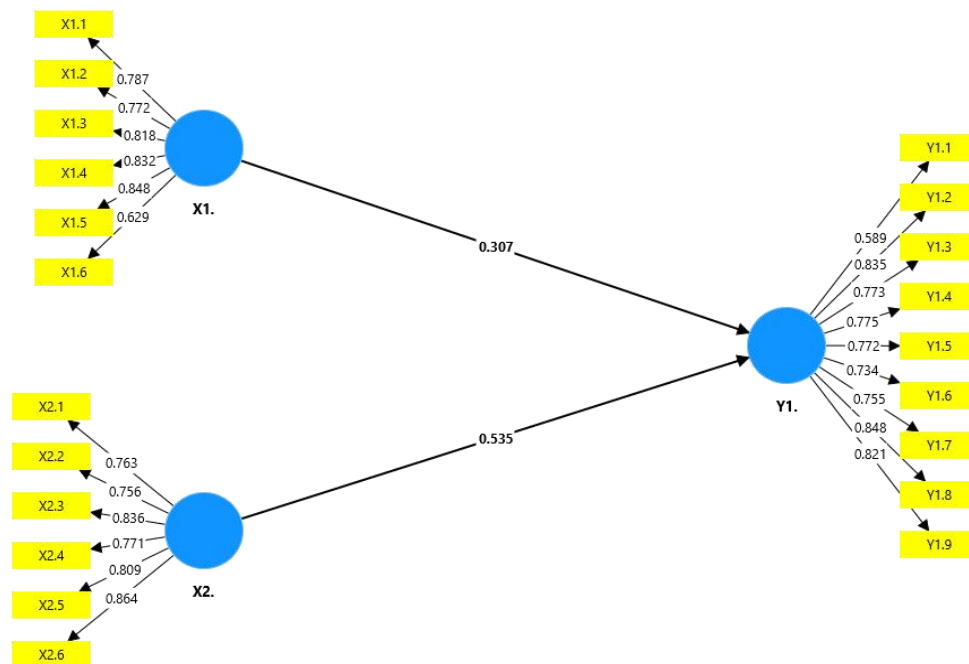


Fig. 9. PLS Algorithm

Source: Processed Data Smart PLS 4.0, 2024

Discriminant Validity

This study employs the heterotrait-monotrait ratio (HTMT) to measure the distinctiveness of constructs. HTMT compares the correlations between constructs with the correlations within a construct. To determine whether the constructs in this study are truly distinct, the HTMT values are compared to a specific threshold. Generally, a good HTMT value should be below 0.85 or 0.9 (Henseler et al., 2021).

Table 3. Discriminant Validity – HTMT

Variable	Brand Image	Promotion	Results
Promotion	0.845		Valid
Purchase Decision	0.775	0.827	Valid

Source: Processed Data Smart PLS 4.0, 2024

Table 3 shows that the correlations between the different constructs are below the 0.85 or 0.9 threshold. This means that each construct is distinct and not overly related to the others. This indicates that the constructs in this study have good discriminant validity.

Reliability Testing

Two common methods are employed to assess the reliability of a measurement instrument: Cronbach's Alpha and Composite Reliability. An instrument is considered reliable if Cronbach's Alpha value is greater than 0.70 (Ghozali, 2014). Meanwhile, an acceptable Composite Reliability value falls within the range of > 0.70 to < 0.95 (Hair et al., 2019).

Table 4. Reliability Indicators

Variable	Cronbach's alpha	Composite reliability	Results
Brand image	0.873	0.905	Reliable
Promotion	0.888	0.915	Reliable
Purchase Decision	0.913	0.929	Reliable

Source: Processed Data Smart PLS 4.0, 2024

Based on the reliability test results in Table 4, all research variables have composite reliability values within the range of 0.70 to 0.95. These results indicate that all variables have met the reliability criteria.

Evaluation of Structural Model (Inner Model)

In Partial Least Squares Structural Equation Modeling (PLS-SEM), the inner model tests the causal relationships between latent variables that cannot be directly observed. Through bootstrapping, we can test the significance of these relationships. Figure 4 presents the results of the bootstrapping analysis.

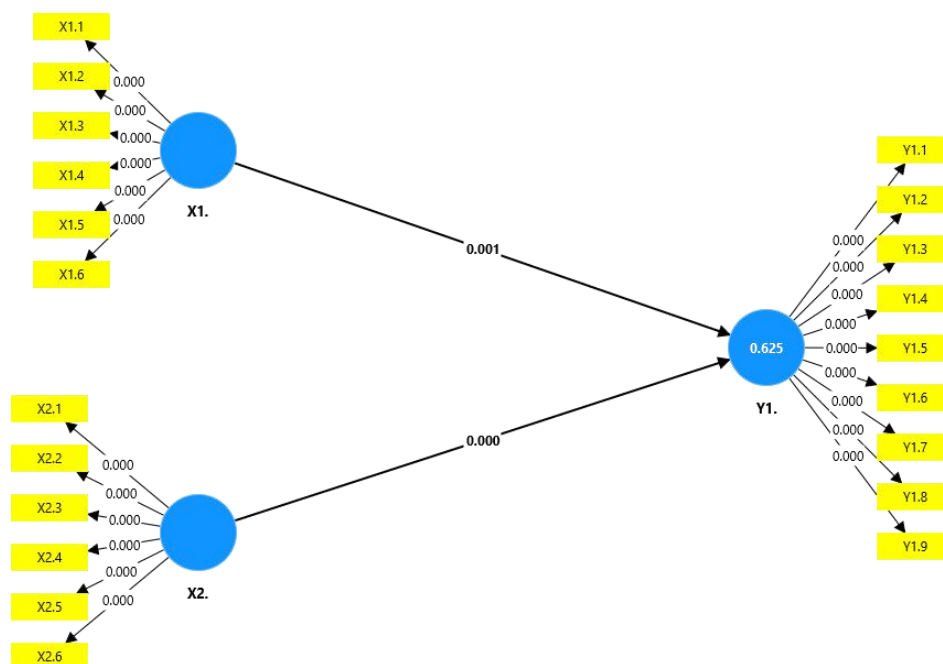


Fig. 10. Structural Model Bootstrapping
Source: Processed Data Smart PLS 4.0,

R-Square Test (R^2)

This research uses the R-squared value to evaluate how well the structural model explains the relationships between latent variables. The R-squared value indicates the proportion of variance in the dependent latent variable that the independent latent variables can explain. A higher R-squared value suggests a stronger influence of the independent variables on the dependent variable. Generally, an R-squared value of 0.75 is considered strong, 0.50 moderate, and 0.25 weak (Ghozali, 2014).

Table 5. R-Square Calculation Output

Variable	R-square	Results
Purchase Decision	0.625	Moderate

Source: Processed Data Smart PLS 4.0, 2024

Based on the analysis presented in Table 5, the independent variables studied collectively explained 0.625, or 62.5%, of the variance in the Purchase Decision variable. This means that approximately 62.5% of consumers' decisions to purchase tickets from AirAsia are influenced by the factors examined in this study (Brand Image and Promotion). The remaining 37.5% is influenced by other factors not included in this research.

F-Square Test (F^2)

The F-square analysis conducted using SmartPLS 4.0 aims to measure the magnitude of the effect or contribution of each independent variable on the dependent variable in the research model. The magnitude of this effect is categorized into three levels: low (if the F-square value is greater than 0.02), medium (if the F-square value is greater than 0.15), and strong (if the F-square value is greater than 0.35) (Cohen, 1998).

Table 7. F-Square Calculation Output

Variable	Purchase Decision	Results
Brand Image	0.112	Low
Promotion	0.341	Medium

Source: Processed Data Smart PLS 4.0, 2024

Based on the results in Table 7, Brand Image was found to have a minor influence on Purchase Decision, with an F-Square value of 0.112. This suggests that while brand image contributes to the purchasing decision, the contribution is relatively small. On the other hand, Promotion was found to moderately influence Purchase Decision, with an F-Square value of 0.341. This indicates that the Promotion variable makes a significant contribution to the purchasing decision, which has practical implications for marketing strategies.

Hypothesis Test

In this study, bootstrapping using SmartPLS 4.0 was employed to examine the significance of the relationships between the research variables. The bootstrapping method allows us to measure the level of confidence in the analysis results by repeatedly resampling the available data. Significance testing was conducted by examining the t-statistic values. If the t-statistic value is greater than 1.96 or the p-value is less than 0.05, it can be concluded that there is a significant relationship between the two variables (Hair et al., 2019).

Table 8. Path Coefficient (Mean, STDEV, T-Statistic, P Value)

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Results
Brand Image -> Purchase	0.307	0.314	0.090	3.395	0.001	Significant

Decision						
Promotion						
->	0.535	0.542	0.081	6.641	0.000	Significant
Purchase Decision						

Source: Processed Data Smart PLS 4.0, 2024

Based on the results in Table 8, Brand Image was found to have a positive and significant influence on Purchase Decision. This is evidenced by a correlation coefficient of 0.307, indicating a positive relationship between the two. The t-statistic value of 3.395, which is greater than 1.96, and the p-value of 0.001, which is less than 0.05, further strengthens the evidence that the influence of Brand Image on purchasing decisions is statistically significant. Therefore, the first hypothesis proposed in this study, that 'There is a positive and significant influence between brand image and purchase decision,' is accepted. Similarly, promotion was found to have a positive and significant influence on Purchase Decision. This is evidenced by a correlation coefficient of 0.535, indicating a positive relationship between the two. The t-statistic value of 6.641, which is greater than 1.96, and the p-value of 0.000, which is less than 0.05, further strengthens the evidence that the influence of Promotion on purchasing decisions is statistically significant. Therefore, the second hypothesis proposed in this study, that 'There is a positive and significant influence between promotion and purchase decision,' is also accepted.

The Goodness of FIT Test (GoF)

To evaluate the goodness of fit of the developed research model with empirical data, this study employs the Standardized Root Mean Square Residual (SRMR) index. According to the common guidelines in Structural Equation Modeling (SEM) analysis using SmartPLS, a model is considered to have a good fit if the SRMR value is less than 0.08 (Garson, 2016).

Table 6. Goodness of FIT Test

	Saturated model	Estimated model	Results
SRMR	0.074	0.074	Fit

Source: Processed Data Smart PLS 4.0, 2024

Based on the Standardized Root Mean Square Residual (SRMR) value presented in Table 6, the developed research model fits well with the empirical data. An SRMR value of less than 0.08 indicates this, which meets the generally accepted criteria for model fit.

PLS Predict

Partial Least Squares (PLS) is an analytical method specifically designed to model complex relationships between variables with the primary objective of prediction. A technique called PLS predict is employed to measure the PLS model's predictive performance. This technique compares the performance of the PLS model with a simple linear regression (LM) model as a benchmark. Suppose the PLS model's prediction error (such as Root Mean Squared Error or Mean Absolute Error) is lower than the LM model, and it can be concluded that the PLS model has better predictive ability (Hair et al., 2019).

Table 9. PLS Predict

	PLS-SEM_RMSE	PLS-SEM_MAE	LM_RMSE	LM_MAE
Recognizing the Problem	0.716	0.536	0.759	0.566
Recognizing Needs	0.625	0.469	0.647	0.478
Personal Sourcing	0.683	0.526	0.758	0.576

Commercial Sources	0.693	0.543	0.774	0.586
Public Sources	0.666	0.516	0.721	0.559
Experience Sources	0.683	0.546	0.738	0.571
Evaluation of Alternatives	0.625	0.479	0.717	0.538
Purchase Decision	0.668	0.490	0.735	0.518
Post-Purchase Behavior	0.571	0.480	0.571	0.425

Source: Processed Data Smart PLS 4.0, 2024

Based on the evaluation results in Table 9, a comparative analysis of RMSE and MAE values between the PLS model and the linear regression (LM) model for 18 measurement items shows that 16 items have lower values in the PLS model. These results indicate that, overall, the PLS model has better predictive capabilities compared to the linear regression (LM) model.

Discussions

The results of this study show that brand image has a positive and significant influence on purchasing decisions. The strong brand image built by AirAsia has created an excellent emotional connection between consumers and the company, fostering a positive perception of the airline. This is in line with the results of research conducted by Amuati & Ariyanti (2016); Ginting (2017); E. D. Wahyuni & Albana (2023) indicating that consumers tend to prefer AirAsia due to their perception of the reputation and service excellence offered by the airline.

In addition, promotion has also proven to have a positive and significant influence on purchasing decisions. AirAsia's quality promotional offers and competitive promotional prices greatly assist consumers in purchasing decisions. These results are in line with previous research conducted by Baihaqi Tandibua & Nainggolan (2023); Melisa et al. (2021); Yuniar (2017), indicating that promotions not only attract consumers but also encourage them to choose AirAsia as their preferred airline, especially when considering aspects of price and added value offered.

CONCLUSION

This research shows that two factors influence purchasing decisions: brand image and promotion. Brand image has a positive and significant influence on purchasing decisions, indicating that consumers tend to choose AirAsia due to the airline's reputation and quality of service. Promotion has also proven to positively influence purchasing decisions, where competitive and attractive promotional offers encourage consumers to choose AirAsia as their airline. In this study, a strong brand image and the right promotional strategy have created a positive perception and a good emotional connection between consumers and the airline, thus encouraging them to prefer AirAsia.

Implications

Based on the results of our research, AirAsia needs to continue to improve its brand image by focusing on safety and the quality of the flight experience. By highlighting its commitment to safety and comfort, AirAsia can reinforce the positive perceptions that already exist in the minds of consumers. This is important to remain competitive in the cutthroat LCC aviation industry. AirAsia must also maintain and develop attractive and innovative promotions, such as conducting better market segmentation to understand customer needs and preferences and special promotional programs. To stay ahead of its

competitors, more creative and market-appropriate promotions will help AirAsia continue to attract consumers and drive increased sales.

Research limitations

The ever-changing dynamics of consumer behavior in choosing air transportation services demand more in-depth research. Although limited by time, this research is expected to serve as a foundation for future studies to explore other variables such as price, service quality, and customer satisfaction, which can provide a more comprehensive picture of the factors influencing the purchase decision of air transportation services.

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