



## Factors Influencing Purchase Decision Super Air Jet Tickets at International Airport Soekarno-Hatta

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**Abstract:** After the COVID-19 pandemic subsided in 2022, Indonesia's aviation sector began to rise, as seen by the increase in passenger numbers. Super Air Jet, a new airline with a low-cost carrier concept, emerged and targeted millennials and generation Z who have an active lifestyle and love to travel. This study aims to analyse the influence of lifestyle, web quality, and convenience on Super Air Jet ticket purchasing decisions. The method used is a quantitative approach with analysis using SMARTPLS (Partial Least Square) version 4.0, involving 160 respondents as a sample. Data was obtained through distributing questionnaires using the non-probability sampling method of accidental sampling (convenience sampling). The results showed that all variables had a significant effect on purchasing decisions. It is recommended that Super Air Jet continue to improve customer service and accessibility to attract more consumers in an increasingly competitive aviation market.

**Keywords :** Lifestyle, Web Quality, Convenience, Purchase Decision

### INTRODUCTION

In recent years, Indonesia's aviation industry has been in a slump. For almost 2 years, airport operations throughout Indonesia have been restricted. Not a few airlines have almost failed to survive and collapsed due to the magnitude of the pandemic. However, in 2022, along with the decline in Covid-19 cases in Indonesia, several sectors are slowly starting to bounce back, one of which is the tourism sector. With the lifting of the ban on traveling outside the region, the most affected sector is transportation, especially air transportation. A survey conducted by Angkasa Pura II at Soekarno-Hatta International Airport showed that in January - December 2023, the number of passenger movements at 20 Angkasa Pura II airports cumulatively reached 80.14 million passengers, 9% higher than the target of 73.3 million passengers. The number of passengers throughout 2023 also skyrocketed by 30% compared to the number of passengers in 2022, which was 61.99 million passengers. This growth pattern certainly shows that service consumers are becoming more confident when

choosing to travel.

Currently, Indonesia's aviation industry has been very diverse, from private ownership or state-owned enterprises to concept service strategies such as full-service airlines or low-cost carriers. The development and progress in the aviation sector has encouraged airline companies to increase competition between airlines by creating several strategies. One of the most popular airline concepts in Indonesia and in demand by the public is the concept of low-cost carrier aircraft. This low-cost flight is a strategy that implements a reduction in operational costs and efficiency costs in all segments.

In the midst of the crowded aviation industry, in Indonesia the arrival of several new airlines, one of which is Super Air Jet which will be predicted to be the successor to low-cost carrier airlines in Indonesia. Super Air Jet comes with a low-cost carrier service concept with direct flights between cities on the same point-to-point basis as most airlines in Indonesia.

In 2021, Super Air Jet made its first flight from Jakarta to Medan and Batam with a frequency of once a day. Currently, Super Air Jet serves passengers with an Airbus A320-200 fleet and already has 35 fleets and is ready to explore 30 cities in Indonesia. Airlines that are members of the Lion Air Group are currently still adding routes throughout Indonesia over time and will also penetrate the international market.

Currently, the target market of Super Air Jet airline is to focus on targeting the millennial and generation z markets. This focus will be a demographic factor that accommodates the fastest growing air travel segment in 8 Indonesias. According to the Central Statistics Agency, the age grouping is divided into 6 groups, and the millennial age is people born in 1980 to 1999 or currently 24 to 43 years old. Super Air Jet itself has a vision, namely "to empower the next generation to reach new heights", from this vision it can be said that Super Air Jet itself will target flights with the millennial market and generation z who like to travel or travel. This trend can be seen in Indonesia which affects the demand for flights, especially from millennials and generation z, which continues to grow from time to time. The dynamic millennial lifestyle and always wanting to try new things also affects Super Air Jet in segmenting its consumers.

Lifestyle is a form of consumer behavior that affects purchase decisions, and lifestyle is one of the factors that affect consumer purchasing behavior (Kotler & Armstrong, 2008). A new lifestyle among Indonesian people is traveling. This hobby is widely practiced both among young people and the elderly. Currently, traveling is in great demand among young people or it can also be called generation z in proving their consistency to people. Generation z or gen z is the generation born between 1997 and 2012. Generation z has now become an important factor in consumer trends and preferences across various sectors, including the tourism and entertainment industries. The unique lifestyle and characteristics of this generation have a significant influence on the Super Air Jet ticket purchase decision.

Generation z tends to do everything using the available technology. Current technological developments provide many benefits for society in its progress in various aspects. The development of technology has also changed people's lives and habits. Generation z tends to use online ticket booking applications to search for flight tickets. Super Air Jet itself has an online ticket booking application called "Super Air Jet". The web quality of these applications is a factor that can influence consumer purchasing decisions. The public expects an easy and transparent process that can be accessed through mobile devices.

Ease of use is how far individuals believe that utilizing a system or technology will avoid various efforts (Irawan, 2021). Nowadays, people are looking for ways to book plane tickets faster and more efficiently by using online applications because of their easy operation. The measurement indicators are easy to learn, understand, use, control, flexible, and can easily make users proficient (Davis, 1989). According to (Wahyuningtyas & Widiastuti, 2017) Perception of convenience is defined as the extent to which a person believes that using a technology will be free of effort. This perception of convenience will have an impact and

influence on a person to determine the decision to buy a plane ticket.

## **Literature review**

### **Lifestyle**

According to Kotler & Armstrong (2018) Lifestyle is a person's way of life that is focused on their interests. Samudra & Usman (2021) Reveals that lifestyle refers to how a person conducts their life, including the products they buy, the style they wear them, and what they think and feel after using those products, or in relation to this lifestyle is the actual consumer purchasing action. According to Prihastomo & Usman (2020) Lifestyle is a description of behavior and lifestyle that shows how a person's activities and interests and what he thinks characterize his position in his environment. Lifestyle explains that consumer practices are grouped, regulated and tried to communicate socially, reaffirm and negotiate self-concept or identity (Axsen et al., 2012). The factors that affect a consumer's lifestyle are social class, attitude, family, personality, reference group, experience and observation, motives, self-concept, and perception (Tambunan, 2021). Cheung & Thadani (2012) argues that a purchase decision is a person's action that leads to the selection of a product, service, or purchase from a variety of options. So it can be concluded that lifestyle can influence purchase decisions.

According to Mowen (2010), lifestyle can be identified through AIO (Activity, Interest, Opinion) measurement as follows: Activity, interest and opinion.

### **Web Quality**

Web quality refers to the overall performance of a website's features and is a measure of the extent to which a website can meet the needs of its users (Mutaz, Mamoun, & Mohamed, 2015). Web quality is the advantage or effectiveness of a website in conveying messages to consumers (Wang et al., 2015). Consumers' perception of the benefits of using a website in terms of convenience, cost reduction, and time savings is increasing, when the website is easy to navigate and search, information about products and services can be found easily and quickly, web pages can load quickly, and the ordering process can be done easily and securely (Mutaz, Mamoun, & Mohamed 2015).

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According to (Wang et al., 2015) indicators that can measure the quality of the web, namely: Functionality, usability, security and privacy.

### **Convenience**

Perception of ease of using a system is the degree to which a person believes that using the system will be free from errors and an effort (Attaqi et al., 2022). The easier it is for a system to use, the less effort a person has to make so that it can improve a person's performance when using the technology. Ease of use is the degree to which a person believes that through the application of technology it will free people from some business (Latief & Dirwan, 2020). That is the level at which a person believes that using technology requires only a little effort. Meaningful convenience without difficulty or without the need for hard work when using the technology (Monisa, 2019).

According to (Davis, 1989) Some indicators that can measure ease of use, namely: Easy to learn, controllable, flexible, easy to use, clear and understandable.

### Purchase Decision

According to (Rahayu et al., 2023) that a purchase decision is an action taken by a customer to purchase a product after choosing one of two or more alternative options. This is where decisions will be influenced by a number of different things that have the potential to affect them. Purchase decisions are buyer behavior that can be seen by getting something they want and technology is a big influence nowadays because of the ease of information related to what consumers want (Rahmawati, 2023).

According to (Ragatirta & Tiningrum, 2021), purchase decision is a decision-making process for purchases that will determine whether or not to buy the purchase which begins with awareness of fulfillment or desire. According to Hermawan (2017) Online purchasing decisions are influenced by efficiency for search (fast time, easy to use and easy search effort), value (competitive price and good quality), interaction (information, security, load time and navigation). A purchase decision is a decision that is influenced by several factors that will make consumers actually consider everything and in the end consumers buy the product they like the most (Anindita, 2022).

Indicators of a purchase decision include: Purpose in buying a product, processing information to arrive at brand selection, stability of a product, giving recommendations to others and making repeat purchases.

In this study, theories from previous research have been explored, namely:

**Table 1. Previous Research**

No	Name	Year	Research Title	Research Results
1	Cucu Puspita Aprilia and Dwi Wahyu Pril Ranto	2024	The Influence of E-Wom, Lifestyle, and Trust on the Decision to Purchase Online Booking Tickets on Traveloka.Com Sites on Workers in Yogyakarta (Case Study of Purchasing Plane and Train Tickets)	Lifestyle has a significant influence on the purchase decision (Y) to buy tickets online on the Traveloka website.
2	Noor Latifah	2022	The Influence of Traveloka Website Quality on Consumer Purchase Decisions	The variable that affects the quality of the traveloka website has a positive influence on consumer purchase decisions.
3	Dinisantia Rangga	2014	The Influence of Trust, Convenience and Benefits on the Decision to Buy Flight Tickets Through Traveloka in Bandar Lampung	Overall, the variables of Trust, Convenience and Benefits Felt affect Purchase Decisions.

In this study, the author researches the factors that affect the decision to buy super air jet tickets at Soekarno Hatta International Airport which focuses on Lifestyle, Web Quality, Convenience. The differences and similarities with previous research include:

1. In the research conducted by Cucu Puspita Aprilia and Dwi Wahyu Pril Ranto, there are similarities with the variables Lifestyle (X1) and Purchase Decision (Y).
2. In the research conducted by Noor Latifah, it has similarities with the variables Web Quality (X2) and Purchase Decision (Y).
3. In the research conducted by Dinisantia Rangga, it has similarities with the variables of Convenience (X3), purchase decision (Y).

In this study, the relevant literature review and the attached conceptual framework, the hypothesis of this research is determined, namely:

H1: Lifestyle has a significant and positive effect on purchasing decisions.

H2: Web quality has a significant and positive effect on purchasing decisions.

H3: Convenience has a significant and positive effect on purchasing decisions.

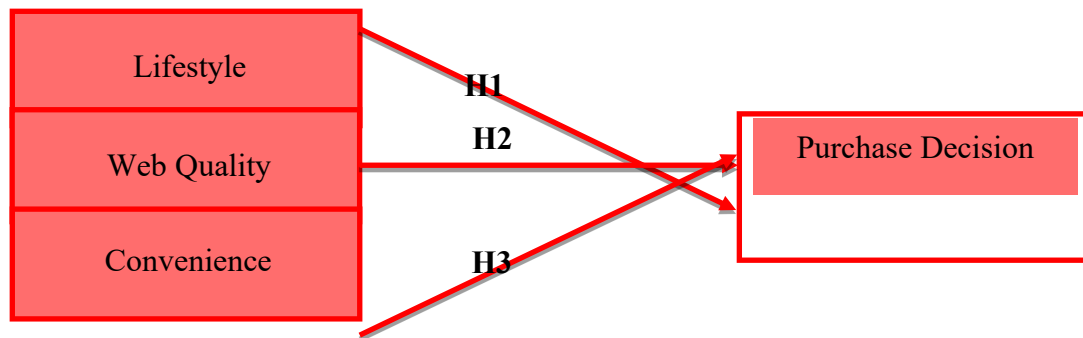


Figure 1. Research Model

**METHOD**

According to Sugiyono (2016) Population is a generalization space consisting of objects or subjects that have certain qualities and characteristics that the researcher determines to be studied, then conclusions are drawn. According to Amin (2023) A sample is simply defined as a part of the population that is the actual source of data in a study. In other words, a sample is a portion of the population to represent the entire population. In this study, the population is part of the people who are located at Soekarno Hatta Airport, West Jakarta. To take samples, researchers use non-probability sampling of the accidental sampling type (convenience sampling). Accidental sampling (convenience sampling) is a sampling technique that is chosen with the consideration of the ease of the researcher in collecting data, sampling is carried out on people recognized by the researcher. The sample of this study is Super Air Jet airline users or customers.

Because the population is not known for its exact size, or the number is not detected, the number of samples in this study is determined through the calculation of Hair so that the samples in this study can be known. Deep (Hair et al., 2019) The sample size is stated to be at least 100 or larger, and is determined by multiplying the minimum ratio of 5 to 10 by the number of indicators in the study. The formula used is  $N = \text{Ratio} \times \text{Number of Indicators}$ .

In this study, there are 16 indicators to be analyzed. To ensure a sufficiently large and representative sample, the highest ratio was chosen, which is 10. So, the calculation of the sample size is, by multiplying the highest ratio of 10 by 16 indicators, so as to get a result of 160.

Based on the calculation above, the number of samples is at least 160.

**Table 2. Variable Operational Definition**

Variable	Operational definition	Items	Source
Lifestyle (X1)	The way a person conducts their life, including the products they buy, the style they wear them, and what they think and feel after using those products, or in relation to this lifestyle, is the actual consumer purchasing action.	a. Activities b. Interest c. Opinion (Mowen, 2010)	(Samudra & Usman, 2021)
Web Quality (X2)	The overall performance of a website's features and is a measure of the extent to which a website can meet the needs of its users.	a. Functionality b. Use c. Security and Privacy (Wang et al., 2015)	(Mutaz et al., 2015)

<p>Convenience (X3)</p>	<p>The perception of ease of using a system is the level at which a person believes that using the system will be free from mistakes and an effort.</p>	<p>a. Easy to learn b. Controllable c. Flexible d. Easy to use e. Clear and understandable (Davis, 1989)</p> <p>(Attaqi et al., 2022)</p>
<p>Purchase Decision (Y)</p>	<p>Buyer behavior that can be seen by getting something they want and technology is a big influence nowadays because of the ease of information related to what consumers want.</p>	<p>a. Purpose in buying a product b. Processing of information to get to the selection of a brand c. Stability on a product d. Give recommendations to others e. Make a repurchase</p> <p>(Rahmawati, 2023)</p>

**RESULT AND DISCUSSION**

**Respondent characteristics**

The requirements of the respondents in this study include using Super Air Jet airlines at Soekarno-Hatta International Airport, 87 people aged 17-25 years or 86.9%, 9 people aged 26-35 years or 9%, 4 people aged 36-50 years or 4%. Female 58.1% of respondents, and male 41.9% of respondents. There are 69 people or 69.4% of students who have jobs, 22 private employees or 21.9%, and 9 others or 9 people.

**Outer Model Evaluations**

From several 3 (three) criteria; Composite reliability rho a, composite reliability rho c, and Cronbach's alpha – are used to evaluate the outer model. The indicators in this study meet the criteria of convergent validity because each has a loading factor value greater than 0.70 and a p-value smaller than 0.05. The Composite reliability and Cronbach Alpha values are each greater than 0.70, indicating that the reliability requirements have been met.

**Reality and Validity Test**

**Table 3. Alpha Cronbach, Composite Reality, and AVE**

Variable	Cronbach's alpha	Composite reliability (rho a)	Composite reliability (rho c)	Average variance extracted (AVE)
X1.	0.955	0.955	0.963	0.787
X2.	0.942	0.944	0.953	0.743
X3.	0.929	0.932	0.943	0.703
Y1.	0.916	0.918	0.933	0.666

Source: Data processed by the author, 2024 (SmartPLS 4.0)

All indicators used in this study are considered valid with a loading factor of > 0.5 based on the results of the validation and reliability tests mentioned above. With the Cronbach alpha result > 0.70 and the average > 0.5, all research variables are considered reliable.

### Discriminant Validity

**Table 4. Heterotrait-Monotrait Ratio (HTMT)**

Variable	Lifestyle	Convenience	Purchase Decision	Web Quality
Lifestyle				
Convenience	0.515			
Purchase Decision	0.738	0.611		
Web Quality	0.795	0.459	0.726	

Source: Data processed by the author, 2024 (SmartPLS 4.0)

This table shows the results of the HTMT analysis for the variables of Lifestyle, Convenience, Purchasing Decisions, and Web Quality. All HTMT values show numbers < 0.90 which means valid and reliable.

### Inner Model

#### R Square

**Table 5. R Square latent variable**

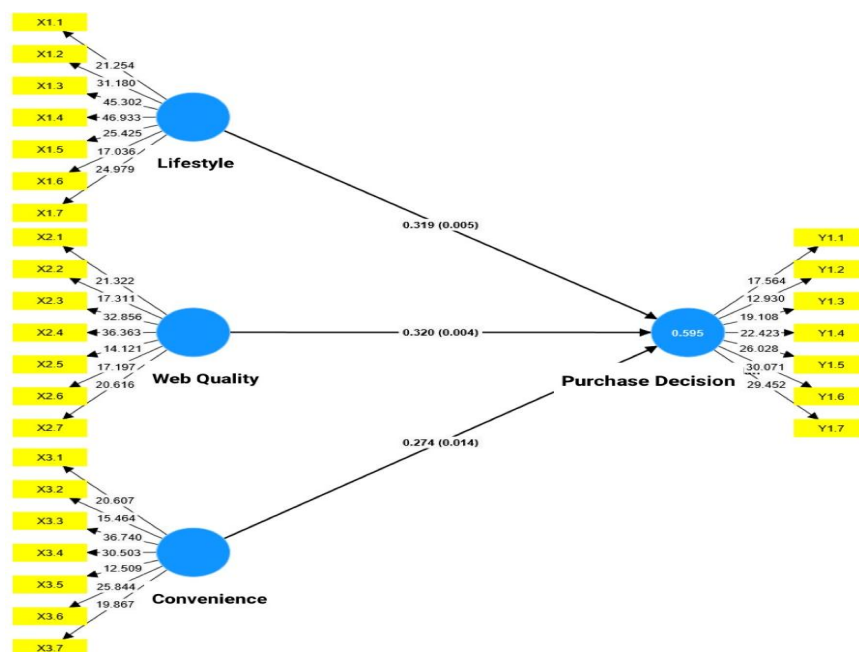
Variable	R-square	R-square adjusted
Purchase Decision	0.595	0.587

Source: Data processed by the author, 2024 (SmartPLS 4.0)

Based on the report in the table above, it means that 0.595 or 59.5% of the variables in the purchase decision can be explained by the independent variable in the regression used, which means that 40.5% of the variation in the purchase decision cannot be explained in this factor due to other factors not covered in this study. The conclusion from the table above shows that the *R-square* value of 0.595 indicates that the regression model used is quite good at explaining the variation in purchase decisions, although it is not perfect.

### Hypothesis Test

The results of the data processed with SmartPLS 4.0 are :



**Figure 2. Path Coefficient**  
**Table 6. Path Coefficient Numbers**

Indicators	Lifestyle	Web Quality	Convenience	Purchase Decision
X1.1	0.894			
X1.2	0.883			
X1.3	0.910			
X1.4	0.908			
X1.5	0.867			
X1.6	0.873			
X1.7	0.873			
X2.1		0.826		
X2.2		0.823		
X2.3		0.890		
X2.4		0.907		
X2.5		0.845		
X2.6		0.884		
X2.7		0.857		
X3.1			0.846	
X3.2			0.835	
X3.3			0.880	
X3.4			0.864	
X3.5			0.795	
X3.6			0.834	
X3.7			0.810	
Y1.1				0.792
Y1.2				0.790
Y1.3				0.794
Y1.4				0.819
Y1.5				0.837
Y1.6				0.845
Y1.7				0.835

Source: Data processed by the author, 2024 (SmartPLS 4.0)

With a value of 0.319 the graph above shows that lifestyle has an effect on purchasing decisions. Web quality has a direct impact on purchasing decisions with a value of 0.320. Convenience has a direct impact on purchasing decisions with a value of 0.274. The table below provides a summary of how these factors affect each other:

**Table 7. Direct Influence Table**

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Remarks
Lifestyle → Purchase Decision	0.319	0.311	0.113	2.809	0.005	Significant
Web Quality → Purchase Decisions	0.320	0.312	0.112	2.861	0.004	Significant
Convenience → Purchase Decision	0.274	0.292	0.112	2.458	0.014	Significant

Source: Data processed by the author, 2024 (SmartPLS 4.0)

### **The influence of lifestyle on purchasing decisions**

The p-value for this study is  $0.005 < 0.05$  indicating a direct correlation between Lifestyle and Purchasing Decisions, which means that H1 has an impact and is accepted because Lifestyle will affect Purchasing Decisions.

### **The influence of perceived web quality on purchasing decisions**

The p-value for this study is  $0.004 < 0.05$ , this result indicates that H2 is significant or accepted. Customer interest in using a service can be generated by perceived Web Quality.

### **The influence of convenience on purchasing decisions**

The p-value for this study is  $0.014 < 0.05$ , indicating a direct correlation between Convenience and Purchase Decision, which means that H3 has an impact and is accepted because convenience will affect the choice they make to buy it.

## **Discussion**

The results showed that lifestyle is considered as part of purchasing decisions, which means that there is a direct relationship between lifestyle and purchasing decisions. Like previous research, which states that lifestyle influences purchasing decisions (Abraham B. Nomleni et al., 2023).

The results showed that perceived web quality showed a significant influence on purchasing decisions. The results of this study are supported by the findings of previous research, which states that web quality has a positive and significant effect on purchasing decisions (Alghifari, A.f., dan Rahayu, 2021).

The results showed that convenience has a significant influence on purchasing decisions. Consumers tend to choose platforms that are easy to use, especially in the online ticket purchasing process, because convenience will reduce barriers and doubts in making transactions. The results of this study are supported by the findings of previous research, which also states that convenience has a significant influence on purchasing decisions (Hasanov & Khalid, 2015).

Lifestyle, web quality, and convenience variables have a very important role in Super Air Jet ticket purchase decisions. Consumers' lifestyles, which tend to favour convenience and comfort in travelling, have a direct effect on their preference for airlines. In addition, good web quality, including easy navigation and clear information, is a crucial factor in the ticket booking process and affects the overall user experience. Thus, the integration of a dynamic lifestyle, high digital platform quality, and ease of transaction can significantly increase consumers' Super Air Jet ticket purchase decisions.

## **CONCLUSION**

This research was conducted to help airlines in the aviation sector know the factors that affect purchasing decisions. Lifestyle, web quality, and convenience are the variables used in this study.

Based on the results of the research conducted, the following conclusions can be drawn: Lifestyle has a significant effect on purchasing decisions on Super Air Jet airlines, this shows that consumer preferences and behaviour influenced by their lifestyle are very instrumental in choosing an airline. Web quality has a significant effect on purchasing decisions on Super Air Jet airlines. Factors such as design, navigation, and clear information on Super Air Jet's web quality are critical to creating a positive user experience. Convenience also has a significant effect on purchasing decisions on Super Air Jet airlines, Customers are more likely to choose Super Air Jet when they experience an easy and efficient purchasing process.

## Implication

Implication is a consequence or direct result of the findings of scientific research. The results of this study are regarding the factors that influence purchasing decisions for Super Air Jet tickets. Based on the results of the study, it is known that lifestyle, web quality and convenience have a significant influence on purchasing decisions. A study that has been conducted in an aviation environment, the conclusions drawn certainly have implications in the field of aviation and also further research. In this regard, the implication is that all variables influence the decision process for purchasing Super Air Jet tickets. Therefore, efforts need to be made to maintain this so that Super Air Jet airlines are able to compete with other airlines, the following are efforts that can be made by Super Air Jet airlines:

- a. **Marketing Strategy:** This research shows that consumers' lifestyles influence purchasing decisions. Therefore, Super Air Jet needs to tailor marketing strategies to different market segments, utilising a more personalised and relevant approach based on customer lifestyles. This could include offering travel packages that suit the specific hobbies or needs of certain segments.
- b. **Website Development:** The significant effect of web quality suggests that Super Air Jet should invest in website development and maintenance. Attractive design, comprehensive information, and easy navigation features can improve user experience and reduce purchase abandonment rates. This also includes mobile responsiveness, as many customers use smartphones to make reservations.
- c. **Purchase Process:** With convenience being an important factor, Super Air Jet needs to ensure that the entire ticket purchase process is smooth and seamless. This can include simplifying the booking steps, offering a variety of payment methods, as well as responsive customer support to help address any issues that customers may face.

## Research limitations

The authors faced several challenges in conducting this research, which had an impact on the results of the research. Challenges faced include:

- a. The limitation of the place or location of the research is only in one region, if the researcher conducts the research in different locations, there may be slightly different results.
- b. The time available to complete this study is relatively short, while the need for samples is enormous. However, the study's findings are not far from this possibility.
- c. The sample used may not be large enough or not fully representative of all Super Air Jet passengers at Soekarno-Hatta International Airport. This can reduce the ability to generalize research results.
- d. The results of this study may not be generalized to other airlines operating at Soekarno-Hatta International Airport or at other airports, because the focus of the research is only on Super Air Jet airlines.

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