

THE ROLE OF BRAND IMAGE AND EASE OF USE IN INCREASING CUSTOMER PURCHASE DECISIONS: A PLANNED BEHAVIOR THEORY APPROACH

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Abstract

This study aims to determine the effect of brand image and ease of use of the FlyGaruda application on customer purchasing decisions of PT Garuda Indonesia Semarang. The method of collecting data through a questionnaire by distributing it to passengers of PT Garuda Indonesia who have been selected according to the criteria. Data analysis techniques using multiple linear regression. Based on the results of hypothesis testing, it is found that brand image and ease of use of the FlyGaruda application have a positive and significant effect on purchasing decisions of PT Garuda Indonesia Semarang customers. Brand image provides a dominant influence in improving purchasing decisions. According to Planned behavior theory, consumers seek product information with a good reputation. A strong and positive brand image can directly influence consumer attitudes to make purchases. The intuitive and easy-to-use FlyGaruda application increases positive consumer attitudes by feeling comfortable and efficient in accessing company services.

Keywords: Brand image, Ease of use, FlyGaruda application, Purchasing decision.

INTRODUCTION

The rapid advancements brought about by globalization have transformed various aspects of life, including the transportation sector. Air travel, a key enabler of mobility, has seen significant growth, with Statistics Indonesia (BPS, 2024) reporting substantial increases in domestic and international passengers. Amid this competitive landscape, Garuda Indonesia stands out as a leading airline with its "Garuda Indonesia Experience," emphasizing high-quality service through Indonesian hospitality and modern amenities. Despite its positive brand image, ticket sales in Semarang fluctuated throughout 2023, highlighting challenges in maintaining consistent customer engagement. Furthermore, the FlyGaruda application, designed to enhance the customer experience, has faced usability issues, raising questions about its role in influencing purchase decisions.



Figure 1. Total of unit sales PT Garuda Indonesia Semarang (2023)

Source: Unit Sales of PT Garuda Indonesia Semarang (2023)

Research on brand image and ease of use reveals their critical impact on purchasing decisions; however, findings vary. Some studies affirm these variables' significance, while others suggest limited influence, especially in digital applications. This inconsistency indicates a research gap requiring further exploration, particularly in the airline industry.

This study aims to address these gaps by analyzing the influence of brand image and ease of use on customer purchase decisions at PT Garuda Indonesia Semarang. By focusing on the FlyGaruda application, this research contributes to the understanding of how digital platforms and brand perceptions interact to shape consumer behavior. It also seeks to provide actionable recommendations for enhancing Garuda Indonesia's competitive advantage.

The main argument posits that while brand image significantly influences consumer perceptions, the usability of digital platforms is equally critical in driving purchase decisions. The findings are expected to assist Garuda Indonesia in refining its marketing strategies and improving the FlyGaruda application's functionality to foster customer loyalty and boost sales.

LITERATURE REVIEW

This study explores theoretical frameworks encompassing marketing management, branding, the Theory of Planned Behavior (TPB), and purchase decisions. These concepts form the foundation for analyzing the relationship between consumer behavior and organizational strategies.

Marketing management, as defined by Kotler and Armstrong (in Sudiantini *et al.*, 2023), involves activities that enhance customer value and build long-term relationships. Kotler and Keller (2008) describe it as the art and science of targeting markets and delivering superior value to attract, retain, and grow customers. Suparyanto and Rosad (in Adabi, 2020a) highlight the strategic role of marketing management in analyzing, planning, and managing programs related to product design, pricing, promotion, and distribution to create profitable exchanges. Similarly, Sofjan Assauri (in Adabi, 2020) emphasizes that marketing management includes structured activities to sustain competitive advantages and achieve organizational goals. In essence, marketing management aligns company activities with customer needs to support organizational objectives.

Branding plays a vital role in distinguishing products and adding value. The American Marketing Association (in Kotler & Keller, 2008) defines a brand as a name, term, symbol, or design—or a combination thereof—intended to identify and differentiate goods or services. A brand serves as an attribute reflecting quality, provides functional or emotional benefits, and differentiates products from competitors. It establishes trust and encourages repeat purchases through consistent quality perception.

Table 1. Top Brand Image Data

Merek	2021	2022	2023
Garuda Indonesia	42,3%	29,7%	21,7%
Air Asia	8,5%	9,7%	11,1%
Batik Air	8,4%	9%	16,2%
Citilink	12,3%	23%	17,4%
Lion Air	9,8%	10,1%	11%

Source: topbrand-award.com, 2024

The Theory of Planned Behavior (TPB) provides a framework for understanding consumer behavior by emphasizing the role of intentions. Ajzen (in Hutabarat, 2020) defines intention as an individual's readiness to engage in a specific behavior, influenced by three factors (Ajzen, in Pebrina *et al.*, 2021): (1) Attitude Toward Behavior, or how positively or negatively a person evaluates the behavior; (2) Subjective Norms, or the influence of social pressures; and (3) Perceived Behavioral Control, which refers to the perceived ease or difficulty of performing the behavior. TPB extends the Theory of Reasoned Action (TRA) and is widely used to explain consumer decision-making.

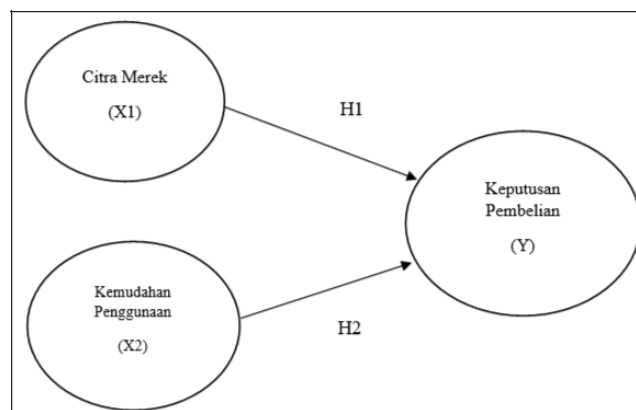


Figure 2. Theoretical framework diagram

Source: Article developed from Nuryanti *et al.* (2023) and Naufal & Nalurita (2023).

Purchase decisions involve selecting and buying a product based on various considerations. Kotler and Keller (2016) describe purchase decisions as processes where consumers evaluate multiple options and select the most preferred product (Purwati & Cahyanti, 2022). Nugroho (in Nurjaya *et al.*, 2021) frames it as a problem-solving process influenced by internal and external factors. According to Tjiptono (in Kolinug *et al.*, 2022), the stages of purchase decisions include problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. These stages highlight the dynamic interaction between consumer perceptions and organizational strategies.

RESEARCH METHOD

Research Type

This study employs a **quantitative research** approach, which focuses on numerical data collection and analysis to understand the relationship between variables. The object of this research is **PT Garuda Indonesia Semarang**, located at Jalan Ahmad Yani No. 142, Karangkidul, Kecamatan Semarang Tengah, Kota Semarang, Jawa Tengah 50136.

Population and Sample

- **Population:** The study population comprises all customers of PT Garuda Indonesia Semarang in 2023, totaling 47,848 individuals (Sugiyono, 2019).

- **Sample:** The sample size is determined using the Slovin formula with a 10% error margin, resulting in a sample of 100 respondents. The sampling technique used is **purposive sampling**, targeting individuals who meet the following criteria:
 1. Respondents must have the FlyGaruda application.
 2. Respondents must have used the FlyGaruda application at least once for a purchase.

Data Collection Techniques

1. **Questionnaires (Surveys):** A set of structured questions distributed to respondents to obtain their perceptions and preferences (Sugiyono, 2019).
2. **Observation:** Direct observation of customer behavior related to application usage and purchasing decisions.
3. **Literature Review:** Summarizing previous studies and theoretical frameworks relevant to the study topic (Sugiyono, 2019).

Data Analysis Techniques

1. **Measurement Scale:** The study uses an **interval scale** based on a 1–10 agree-disagree scale to measure respondent attitudes (Ferdinand, 2014). Higher scores indicate stronger agreement.
2. **Instrument Testing:**
 - **Validity Test:** Ensures that the questionnaire accurately measures the intended constructs using Pearson Correlation values. Indicators are considered valid if $r_{count} > r_{table}$ (Ghozali, 2021).
 - **Reliability Test:** Assesses the consistency of responses using Cronbach's Alpha, where value > 0.70 indicate reliability (Ghozali, 2021).
3. **Descriptive Analysis:** Provides a statistical summary of respondents' demographic profiles and their responses to survey questions, calculated using an index formula to represent perceptions.

RESULTS AND DISCUSSION

The study results indicate that brand image (X1) has a positive and significant influence on purchase decisions (Y) among customers of PT Garuda Indonesia Semarang. The regression coefficient value of 0.610 and a t-test significance value of 0.000 (below the 0.025 threshold) confirm this. Descriptive statistics reveal that 77 respondents have used Garuda Indonesia services more than twice, reflecting the positive perception of the brand among its customers.

Table 2. Validity test result of respondent

No	Variabel	Item Pertanyaan	r hitung	r tabel	Keterangan
1	Brand Image (X1)	X1.1	0,869	0,3610	Valid
		X1.2	0,826	0,3610	Valid
		X1.3	0,741	0,3610	Valid
		X1.4	0,846	0,3610	Valid

2	Ease Of Use (X2)	X1.5	0,816	0,3610	Valid
		X1.6	0,851	0,3610	Valid
		X2.1	0,813	0,3610	Valid
		X2.2	0,866	0,3610	Valid
		X2.3	0,868	0,3610	Valid
		X2.4	0,828	0,3610	Valid
		X2.5	0,584	0,3610	Valid
		X2.6	0,765	0,3610	Valid
		X2.7	0,853	0,3610	Valid
		X2.8	0,925	0,3610	Valid
3	Purchase Decision (Y)	X2.9	0,817	0,3610	Valid
		X2.10	0,923	0,3610	Valid
		Y.1	0,705	0,3610	Valid
		Y.2	0,778	0,3610	Valid
		Y.3	0,866	0,3610	Valid
		Y.4	0,906	0,3610	Valid
		Y.5	0,819	0,3610	Valid
		Y.6	0,796	0,3610	Valid
		Y.7	0,554	0,3610	Valid
		Y.8	0,777	0,3610	Valid

Source: Processed primary data (2024).

Table 3. Reliability test result of respondent

Variabel	Alpha hitung	Alpha standar	Keterangan
Brand Image (X1)	0,906	0,70	Reliabel
Ease of Use(X2)	0,947	0,70	Reliabel
Purchase Decision (Y)	0,897	0,70	Reliabel

Source: Processed primary data (2024).

The descriptive analysis shows that the average response index score for the brand image variable is 87.83%, categorized as high using the three-box method. Among the brand image indicators, the corporate image scores highest, indicating that Garuda Indonesia's reputation as a well-known and respected airline significantly influences consumer decisions.

This aligns with the Theory of Planned Behavior (TPB), which suggests that attitudes toward behavior, subjective norms, and perceived behavioral control shape individuals' intentions. A strong and positive brand image enhances consumer attitudes by fostering favorable perceptions. It also

influences subjective norms, as consumers often feel societal pressure to choose highly regarded brands. Additionally, a trusted brand like Garuda Indonesia strengthens perceived behavioral control, as consumers feel confident in their decision to use its services, ultimately increasing purchase decisions.

Table 4. Brand image variable index (X1)

Indikator	Respondent Answer Frequency (%)										Index	Description
	1	2	3	4	5	6	7	8	9	10		
Corporate Image	0,0	0,0	0,0	1,0	1,0	3,0	7,0	33,0	19,0	36,0	87,1	high
	0,0	0,0	0,0	0,0	4,0	1,0	0,0	24,0	21,0	50,0	90,7	high
	0,0	0,0	0,0	0,0	2,0	5,0	7,0	33,0	27,0	26,0	85,6	high
Product Image	0,0	0,0	0,0	0,0	4,0	2,0	7,0	26,0	37,0	24,0	86,2	high
User Image	0,0	0,0	0,0	1,0	1,0	3,0	6,0	24,0	26,0	39,0	88,5	high
	0,0	0,0	0,0	0,0	2,0	3,0	9,0	18,0	26,0	42,0	88,9	high
	Average										87,83	high

Source: Processed primary data (2024).

Table 5. Ease of use variable index (X2)

Indikator	Respondent Answer Frequency (%)										Index	Description
	1	2	3	4	5	6	7	8	9	10		
Easy to Learn	0,0	0,0	0,0	1,0	2,0	6,0	14,0	28,0	20,0	29,0	84,2	high
	0,0	0,0	0,0	2,0	3,0	4,0	7,0	29,0	29,0	26,0	84,9	high
Controllable	0,0	0,0	0,0	2,0	2,0	8,0	17,0	25,0	24,0	22,0	82,1	high
	0,0	0,0	0,0	2,0	1,0	4,0	13,0	27,0	25,0	28,0	84,9	high
Flexible	0,0	0,0	1,0	1,0	2,0	3,0	8,0	17,0	26,0	42,0	88,1	high
	0,0	0,0	0,0	1,0	3,0	3,0	9,0	21,0	23,0	40,0	87,5	high
	0,0	0,0	0,0	0,0	2,0	3,0	9,0	18,0	26,0	42,0	88,9	high
Easy to use	0,0	0,0	1,0	1,0	5,0	6,0	13,0	23,0	28,0	23,0	82,5	high
	0,0	0,0	0,0	2,0	2,0	3,0	11,0	27,0	25,0	30,0	85,4	high

Source: Processed primary data (2024)

Table 6. Purchase decision index (Y)

Pernyataan	Respondent Answer Frequency (%)										Index	Description
	1	2	3	4	5	6	7	8	9	10		
Confidence in the Product	0,0	0,0	0,0	1,0	3,0	4,0	5,0	31,0	27,0	29,0	85,9	high
	0,0	1,0	0,0	2,0	1,0	0,0	9,0	25,0	26,0	36,0	87,2	high
Habit of Purchasing the Product	0,0	0,0	0,0	0,0	5,0	2,0	5,0	23,0	24,0	41,0	88,2	high
	0,0	1,0	1,0	4,0	5,0	1,0	10,0	28,0	21,0	29,0	82,5	high
Recommending to Others	0,0	0,0	0,0	5,0	3,0	3,0	9,0	22,0	31,0	27,0	84,1	Tinggi
	2,0	1,0	0,0	3,0	7,0	5,0	14,0	23,0	21,0	24,0	79,2	high

Making Repeat Order	1,0	0,0	1,0	4,0	1,0	3,0	5,0	35,0	25,0	25,0	83,3	high
	0,0	0,0	0,0	3,0	1,0	1,0	5,0	30,0	33,0	27,0	86,5	high
												high
												high
Rata – rata											84,61	high

Source: Processed primary data (2024).

The decision-making process typically involves recognizing a need, searching for reputable products (via online sources or recommendations), evaluating options based on quality and brand image, and ultimately selecting a product or service with a strong brand reputation.

Garuda Indonesia is recognized for its excellent service quality, professional and friendly staff, in-flight entertainment, and efforts to ensure punctuality. Additionally, the airline's loyalty program, GarudaMiles, offers various benefits like exclusive offers, lounge access, and extra facilities, which enhance customer satisfaction and reinforce its positive brand image.

According to Huddleston (as cited in Adabi, 2020), brand image represents the perceptions and impressions formed through experience with a product or company. This study reinforces the notion that a stronger brand image correlates with higher purchase decisions. The indicators used to measure brand image in this study are corporate image, product image, and user image, with corporate image scoring the highest at 90.7%.

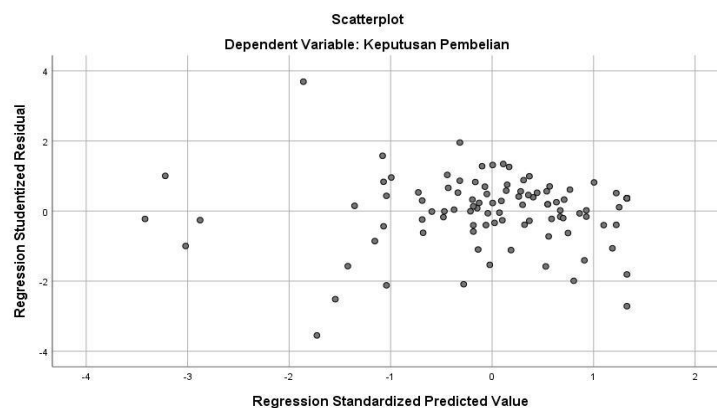


Figure 3. Heteroscedasticity test results
Source: processed primary data (2024).

The findings are consistent with Darmansah & Yosepha (2020), who also confirmed the significant impact of brand image on purchase decisions. This underlines the importance for Garuda Indonesia to maintain and improve its brand image through high-quality services, active engagement on social media, and continuous feedback collection to enhance customer experience and satisfaction.

CONCLUSION

This study investigates the influence of brand image and ease of use on customer purchase decisions using the FlyGaruda application at PT Garuda Indonesia Semarang. The findings demonstrate a significant positive relationship between the independent variables and purchase decisions, emphasizing the critical role of brand perception and technological accessibility in shaping consumer behavior.

The analytical framework, which combines descriptive analysis and multiple regression modeling, proves effective in identifying key determinants of purchasing decisions. However, the negative constant value highlights potential limitations, suggesting the need for exploring additional influencing factors such as promotional strategies, customer satisfaction, or perceived value.

Future research should consider expanding the scope by incorporating a larger and more diverse sample size to enhance the representativeness of findings. Additionally, longitudinal studies could provide insights into how these factors evolve over time and their sustained impact on customer decision-making processes. These directions will further strengthen the understanding of consumer behavior and its implications for marketing strategies.

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