



Purchase Decision Model

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ABSTRACT

The purpose of this research is to produce an empirical model of purchasing decision tickets for Railink transport Kualanamu Airport – Medan. This research was conducted by taking samples 200 of the 2000 population respondents Passenger Train of the airport. The data for this study were collected using a questionnaire and analyzed by the method of survey explanatory. Methods of analysis used is line analysis. The findings of this study is an empirical model rise up purchase decisions train ticket Kualanamu Airport of Medan through promotion and pricing. Promotion in this case became the dominant factor to purchasing decision for train ticket to Kualanamu airport Medan. Empirical model is formed due to the contribution of the promotion and price with 60.9%, so both those factors can determine purchase decisions more than the other factors which only 39.1%.

Keywords: Promotion, Price, Purchasing Decisions

JEL Classifications: M3, M51

1. INTRODUCTION AND BACKGROUND

As the gateway of North Sumatra, Medan Polonia airport is the largest International airport after Soekarno-Hatta airport, Jakarta, Surabaya's Juanda, and Ngurah Rai of Bali. Along with an increase in the frequency of flights and the number of passengers at Medan Polonia airport, then PT Angkasa Pura II relocate to Kualanamu airport.

As benefits the central activity, Kualanamu airport should also have access, either through the road transportation or rail transport, especially access connecting Medan – Kualanamu. Currently travel between Medan – Kualanamu can be reached by road where road conditions there his condition does not qualify as a special way to the airport.

Airport train Kualanamu is a special train that connects between the airport station Kualanamu and train station Medan. The advantages of the airport railway has a travel time are relatively shorter in the appeal by ground transportation. In addition the station Kualanamu station and the airport of Medan is equipped with a complete and comfortable facilities and a great service. Currently the airport train Kualanamu-Terrain has had four

series of train consists of 4 trains each set with a capacity of 172 passenger rail and each set has 40 trips per day.

As the advantages possessed by the airport train, the selling price of the train ticket Airport is quite high compared to road transport. But for the travelers, the airport railway is quite sought after due to the service and a short commute time. As for the native terrain less attractive so that occupation passenger train of the airport has not met the target. Achievement of occupation airport railway by 2015 only reached 56% of target (Source: Management Info Railink Cooperation).

Purchasing decisions is a process of integration that combines the knowledge to evaluate two or more alternative behavior and choose one of them (Peter and Olson, 2000. p. 162). From the above data views that people who decide to use the airport as a train transport transportation from and to the airport Kualanamu is still very little.

One of the factors that affect the purchasing decision is with promotion. According to Swastha and Irawan (2005. p. 349) promotion on the fact of the matter is a form of marketing communications aimed at encouraging demand, is marketing

communications is a marketing activity that seeks to diffusing information, influence and remind target market or over the company and in its products in order to be willing to receive, purchase, and loyal to the product or service to offer the company in question.

The promotion was done by Railink considered still less optimal, this opinion is supported by data *follower and fans* social media property of Railink's still fewer than the cam followers and fans on social media-owned commuter rail train and Jabodetabek Indonesia. Jabodetabek commuter railway, Railink and train Indonesia is the company with the field of a type that is a train operator is just a different product.

In addition to promotion, factors influencing purchasing decisions is price Kotler and Gary (2001. p. 187) states that the relationship between the price of the purchase price i.e. with decisions affecting the consumer in making a purchase decision, the higher price then buying decision is getting low, conversely, if low-priced purchasing decisions changed the higher, therefore the company must jelly in setting the price of its products.

The price of the airport train Kualanamu amounting to Rp. 100,000 (one hundred thousand rupiah) for a single ticket is considered expensive for society, for consumers who travel alone price of airport train is quite competitive compared to other modes of transport in accordance with the facilities and service received, but for consumers who travel with an Entourage of airport railway rates is arguably much more expensive than other mode of transportation.

This research paper aims to answer three main research objectives:

1. To examine the impact of the promotion to consumer's purchasing decision using the airport train service Kualanamu – Medan?
2. To examine the impact of the price to a consumer's purchasing decision using the airport train service Kualanamu – Medan.
3. To investage whether the promotions and price simultaneously influence on consumer's purchasing decisions using the airport train service Kualanamu – Medan.

2. LITERATURE REVIEW

2.1. Promotion

According to Husein (2002. p. 35) the promotion is communicating information between buyer and seller or other parties so that such products are known and eventually purchased. From some of the above theories can be drawn the conclusion that the promotion of communicating activities is to provide information to people about that product will be offered so that consumers are interested in purchasing products or services offered.

According to Lupiyoadi (2006. p. 121-122) in the promotional mix are some of the components which are the dimensions of the following promotions: Advertising, personal selling, sales promotions, publicity and public relations, word of mouth, direct marketing.

2.2. Price

According to Philip Kotler prices definition (2008. p. 74) is an amount of money to be paid customers to get product. More broadly, the price is the amount of value exchanged for consumers with the benefits of owning or using the product or service.

The indicator price by Hermann et al. (2007. p. 54) which is used as a dimension in this study, namely: The affordability of the price, discounts/rebates, ways of payment.

2.3. Purchasing Decisions

Purchasing decisions is a process of integration that combines the knowledge to evaluate two or more alternative behavior and choose one of them (Peter and Olson, 2000. p. 162). In General, the consumer's purchasing decision is buying the brand most preferred (Kotler and Amstrsong, 2008. p. 181).

Consumers generally follow a process or stages in decision-making. There are five stages in the buying decision making that is used as the study, namely: The needs of the product, actively seeking information, evaluation of alternatives, purchasing decisions, post purchase behavior.

3. METHODOLOGY

3.1. Measurement and Data Collection

The method used in this research is quantitative methods that are descriptive and verifikatif with the survey. The population in the study is a customer services passenger transport airport Kualanamu-Medan station fields as many as 2000 passengers. Sampling of randomly based on population frequency probability of all members of the population. The number of samples taken is of 200 respondents.

3.2. Research Variables

3.2.1. The independent variable

The independent variables are denoted with (X) are the variables that affect the dependent variable, both of which influence positively or negatively influence (Ferdinand, 2006). The independent variable in this study are: The promotion of (X 1) and price (X 2).

3.2.2. The dependent variable

The dependent variable is the variable which became the main center of attention researchers. The nature of a problem is easily visible with the dependent variable which identifies the various used in a model. The variability of this factor or any attempt to described by a researcher (Ferdinand, 2006). In this research that became the dependent variable is the purchasing decisions (Y). While its independent variable is the price and promotion. This research was conducted by taking samples of as many as 200 of the 2000 population respodents passenger train of the airport. The data for this study were collected using a questionnaire and analyzed by the method of survey explanatory. Methods of analysis used is analysis line.

4. THE RESULTS OF THE RESEARCH AND THE DISCUSSION

4.1. Regression Analysis

From Table 1 above used to describe the regression equation as follows:

- $Y = a + b_1X_1 + b_2X_2$
- $Y = 10.694 + 0.339 X_1 + 0.426 X_2$.

Which means that variable promotion (X_1), and price (X_2) are included in the regression model simultaneously turns out to have results the significantly to variable purchasing decisions where probability of significance < 0.05 and equation regression in this study only used to describe linkages between variables.

4.2. Discussion

The Table 1 shows the influence of the between variables, as for influence between variables is as follows:

- The influence of the promotion against purchasing decisions airport train tickets.
Based on h acyl data analysis retrieved the value of the t count amounting to 4.094 and t table of 1.660 means t count $>$ t table with the value of the sig of 0.000. If the value is sig $<$ 0.05, This means that the effect significantly. But if sig $>$ 0.05, then it has no effect. The results of the analysis showed t count 4.094 $>$ t table 1.660-value sig 0.000 $<$ 0.05, so that it can be stated that the first hypothetical Promotion effect on Purchasing Decisions airport train tickets.
- The influence of the price against purchasing decisions airport train tickets.
Based on h acyl data analysis retrieved the value of the t count amounting to 3.384 and t table of 1.660 means t value $>$ t table with the value of the significance of 0.001. If the value is significance $<$ 0.05, this means that the effect significantly. But if significance $>$ 0.05, then it has no effect. The results of the analysis showed t value 3.384 $>$ t table 1.660 and significance 0.001 $<$ 0.05, so that it can be stated that a hypothetical second i.e., price effect on purchasing decisions airport train tickets.

From Table 2 F test results obtained $F = 72.490$ with a level of significance of 0.000 and F table was 3.09, because F value (72.490) $>$ F (table 3.09), Since F_{value} greater than F_{table} then the regression model can be used to predict future purchasing decisions or it says that promotions and prices together for real against influential buying decision airport train tickets.

The value of R^2 is of 0.609 or $R = 0.781$ which means variable promotion and price affect the purchasing decisions of the airport train tickets of 60.9% and the rest of 39.1% influenced by variables other than Research. In theory, the factors that affect the purchasing decision is indeed a lot and it will become a foothold for further studies in the future in order to improve our research (Table 3).

5. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusions

- Based on the results of the research there is a positive influence and significant promotion against the purchasing decision of the airport train ticket. Evidenced by the value of the correlation coefficient of 0.749 and the value of the t count of 4.094 more than the t table 1660. With line regression model $Y = 10.694 + 0.339.X_1 + 0.426.X_2$. With the conclusion there is influence promotion against the purchasing decision of the airport train ticket.
- Based on the results of the research there were positive and significant influence on price against the purchasing decision of the airport train ticket. Evidenced by the value of the correlation coefficient of 0.734 and the value of the t count of 3.384 more than the t table 1660. With line regression model $Y = 10.694 + 0.339.X_1 + 0.426.X_2$. With the conclusion there is the influence of the price against the purchasing decision of the airport train ticket.
- Based on the results of the research there is a positive influence and significant promotion and price against the decision of the airport train ticket purchase. Based on the current count of F 72.490 with a level of significance of 0000. Because the value of $<$ 0.05 significance then regression model can be used

Table 1: Regression

Model	Coefficients ^a				Significance
	Unstandardized coefficients		Standardized coefficients	t	
	B	Standard error	Beta		
1					
(Constant)	10.694	2.904		3.682	0.000
Promotion	0.339	0.083	0.449	4.094	0.000
Price	0.426	0.126	0.371	3.384	0.001

^aDependent variable: Purchasing decisions

Table 2: F test

Model	ANOVA ^a				
	Sum of squares	df	Mean square	F	Significance
1					
Regression	1056.348	2	528.174	72.490	0.000 ^b
Residual	677.611	93	7.286		
Total	1733.958	95			

^aDependent variable: Purchasing decisions, ^bPredictors: (Constant), promotion, price

Table 3: Coefficient determination

Model summary				
Model	R	R ²	Adjusted R ²	Standard error of the estimate
1	0.781 ^a	0.609	0.601	2.69928

^aPredictors: (Constant), promotion, price, ^bDependent variable: Purchasing decisions

to predict the effectiveness of career. With line regression model $Y = 10.694 + 0.339.X_1 + 0.426.X_2$. $R^2 = 0.609$. And the dominant variable is the promotion.

5.2. Suggestions

Suggestions in this research are as follow:

1. The management company it is expected to increase promotion better yet, because the purchasing decision an airport train tickets is influenced significantly by the promotion so that the promotional aspects with improvements will increase the purchasing decision.
2. The management company can maintain the promotional aspect existing currently because the results showed that the value of the influence promotion contribute to a greater and expected management company fixed notice promotional strategy that has been run so as to improve the purchasing decisions.

3. Party airport must maintain price that already exist in order for the train ticket purchasing decisions can be increased.
4. For the next researchers may pay more attention to the factors outside of this research, e.g., service quality, brand image and etc.

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