

ABSTRACT

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THE INFLUENCE OF PERCEIVED VALUE, PROMOTION, AND BRAND IMAGE TOWARDS PURCHASE DECISION AT PT INDONESIA AIRASIA

(xv+98 pages; 19 figures; 20 tables; 5 appendixes)

This study investigates the impact of perceived value, promotion, and brand image on consumer purchase decisions at PT. Indonesia AirAsia, specifically focusing on the Medan market. The research aims to understand how these factors shape consumer preferences and provide actionable insights for the company to enhance its marketing strategies. By identifying key drivers of customer satisfaction and engagement, the study seeks to support PT. Indonesia AirAsia in improving its competitive position in the airline industry.

Data for the study was collected through a structured survey targeting customers in Medan. Participants were asked to share their perceptions of the airline's value, promotional efforts, and brand image. Statistical tools, including descriptive analysis, reliability tests, multiple linear regression, and hypothesis testing, were employed to analyze the data and measure the influence of each variable on purchase decisions.

The findings reveal that perceived value, promotion, and brand image all significantly affect consumer purchasing behavior. Among these, brand image emerged as the most influential factor, fostering trust and loyalty among customers. Consumers were found to associate a strong brand image with reliability, leading to higher purchase intentions. Perceived value also plays a crucial role, as customers consider both service quality and pricing when making decisions.

Promotions were shown to be another vital determinant of consumer behavior, with well-designed campaigns leading to increased customer engagement and purchase rates. By targeting specific consumer segments and offering attractive deals, promotions can effectively drive sales and strengthen customer relationships. These insights highlight the importance of aligning promotional efforts with consumer preferences to maximize their effectiveness.

Based on these findings, the study recommends that PT. Indonesia AirAsia prioritize optimizing its promotional strategies, enhancing brand image, and emphasizing customer value to better appeal to Medan consumers. Future research could explore additional factors, such as service quality, to provide a more holistic understanding of what drives consumer purchase behavior in the airline sector.

Keywords: Customer Perceived Value, Promotion, Brand Image, Customer Purchase Decision

References: 49 (2019 - 2024)

ABSTRAK

FELIX

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PENGARUH NILAI PERSEPSI, PROMOSI, DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN DI PT INDONESIA AIRASIA

(xv+98 pages; 19 figures; 20 tables; 5 appendixes)

Penelitian ini mengkaji pengaruh nilai yang dirasakan (*perceived value*), promosi, dan citra merek terhadap keputusan pembelian konsumen di PT. Indonesia AirAsia, dengan fokus pada pasar Medan. Tujuan dari penelitian ini adalah untuk memahami bagaimana faktor-faktor tersebut memengaruhi preferensi konsumen serta memberikan wawasan strategis bagi perusahaan dalam meningkatkan upaya pemasaran. Dengan demikian, penelitian ini diharapkan dapat membantu PT. Indonesia AirAsia memperkuat posisinya di industri penerbangan.

Data untuk penelitian ini dikumpulkan melalui survei terstruktur yang melibatkan pelanggan di Medan. Responden diminta untuk memberikan pandangan mereka tentang nilai yang dirasakan, kegiatan promosi, dan citra merek perusahaan. Metode statistik seperti analisis deskriptif, uji reliabilitas, regresi linier berganda, dan uji hipotesis digunakan untuk menganalisis data dan mengukur pengaruh masing-masing variabel terhadap keputusan pembelian.

Hasil penelitian menunjukkan bahwa nilai yang dirasakan, promosi, dan citra merek memiliki pengaruh signifikan terhadap perilaku pembelian konsumen. Dari ketiga faktor tersebut, citra merek memiliki pengaruh paling dominan, karena dapat membangun kepercayaan dan loyalitas pelanggan. Konsumen cenderung mengaitkan citra merek yang kuat dengan keandalan, sehingga meningkatkan niat pembelian. Selain itu, nilai yang dirasakan juga berperan penting, karena konsumen mempertimbangkan kualitas layanan dan harga dalam membuat keputusan.

Promosi terbukti menjadi faktor penting lainnya yang memengaruhi perilaku konsumen. Kampanye promosi yang dirancang dengan baik dapat meningkatkan keterlibatan pelanggan dan mendorong tingkat pembelian. Dengan menargetkan segmen konsumen tertentu dan menawarkan penawaran yang menarik, promosi dapat memperkuat hubungan pelanggan dan meningkatkan penjualan. Hal ini menekankan pentingnya menyelaraskan strategi promosi dengan preferensi konsumen untuk mencapai efektivitas yang maksimal.

Berdasarkan temuan ini, penelitian merekomendasikan PT. Indonesia AirAsia untuk memprioritaskan optimalisasi strategi promosi, peningkatan citra merek, dan penekanan pada nilai pelanggan agar dapat lebih menarik perhatian konsumen di Medan. Penelitian selanjutnya dapat mempertimbangkan faktor lain, seperti kualitas layanan, untuk memberikan pemahaman yang lebih menyeluruh tentang perilaku pembelian konsumen di industri penerbangan.

Kata Kunci: Nilai Persepsi, Promosi, Citra Merek, Keputusan Pembelian

Referensi: 49 (2019-2024)