
Digital Marketing And Brand Image In Consumer Decisions To Purchase Airasia Tickets

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ABSTRACT

The objective of this research was to ascertain the impact of consumer purchasing decisions for Air Asia flight tickets. In this study, the variables of digital marketing and brand image are employed as dependent variables. Primary data were collected using non-probability sampling techniques, which do not provide equal opportunities for each element or member of the population to be selected as a sample. The sample used in this research consisted of 97 individuals. The data analysis method employed in this research is multiple linear regression. The findings of the research indicate that digital marketing and brand image have a positive and significant impact on purchasing decisions, to some extent. The calculated F-value of 50.839 with a significance level of $0.000 < 0.05$ indicates that the entire dependent variable exerts a simultaneous effect on purchasing decisions. The R-squared value demonstrates that the entire dependent variable accounts for a simultaneous effect of 52.0%.

Keywords : Digital Marketing; Brand Image; Consumer Decisions

INTRODUCTION

The aviation industry in Indonesia has undergone rapid expansion in recent years. The presence of over 15 airlines, including prominent national carriers such as Garuda Indonesia and Citilink, as well as private airlines such as Lion Air, Sriwijaya Air, Batik Air, and AirAsia Indonesia, has led to a notable increase in public interest in the sector. According to data released by the Central Statistics Agency (BPS) and reported on DataIndonesia on 5 June 2024, the number of airline passengers in Indonesia reached 78.28 million people in 2023, up from 59.66 million passengers in the previous year.

Table 1. The growth in the number of aircraft passengers in Indonesia over the last few years::

Years	Total Passengers (Million)
2021	52,0
2022	59,66
2023	78,28

Sources: Badan Pusat Statistik (2024)

This growth is primarily driven by the increasing interest of the public in air travel, which is further supported by the recovery of the industry following the global pandemic. AirAsia, a preeminent airline, has adeptly revitalised its business model and proffers competitive fares, guided by the principle of 'now everyone can fly.' The airline's business model is predicated on the efficient use of resources, with the objective of maintaining cost of living levels and thereby increasing the affordability of air travel for a broader segment of the population.

However, in the context of the intense competition within the airline industry, it is essential for airlines to identify and leverage key factors that will attract consumer attention and foster trust. Security, safety, service quality, and responsiveness to customer feedback are identified as pivotal factors influencing consumer decisions regarding airline ticket purchases. Tjiptono (2002) seminal work on consumer behaviour in the decision-making process posits that consumers engage in a series of actions, including the acquisition of products and services, the determination of their desired attributes, and the subsequent evaluation post-purchase.

Purchasing decisions are a problem-solving process that involves analysing needs and wants, searching for information, evaluating alternatives, purchasing decisions, and post-purchase behaviour (Kotler & Armstrong, 2003). The variable assessment scores measured in the initial research to understand AirAsia ticket purchase decisions are shown in Table 2.

Table 2. Variable Assessment Description Score

1,00 – 1,80	Very Bad
1,81 – 2,61	Bad
2,62 – 3,42	Fair
3,43 – 4,23	Good
4,24 – 5,00	Very Good

Sources: Sugiyono (2011)

The results of a questionnaire administered to 30 respondents indicated that the average value of AirAsia's ticket purchase decision in Indonesia was 2.6, suggesting that consumer perceptions regarding purchasing decisions remain suboptimal. The present study focuses on two main factors: digital marketing and brand image.

Digital marketing is recognised as a pivotal element in fostering relationships with consumers. In the contemporary digital era, information regarding airlines and flight tickets is predominantly sought online. The following table 3 presents data on the favourite airlines of Indonesians in 2024. It is evident that although AirAsia has a market share, there are still challenges in terms of digital marketing.

Table 3. List of Indonesians' Favourite Airlines in 2024

No	Airline Name	Survey Result
1	Garuda Indonesia	74,7%
2	Citilink	39,1%
3	Lion Air	29,8%
4	Batik Air	29,3%
5	Air Asia	26,8%
6	Sriwijaya Air	20,5%
7	Super Jet	11,4%

Source: Travel.detik.com (Accessed on 5 June 2024)

Although AirAsia still has market share, challenges in digital marketing are one of the factors influencing purchase decisions. In addition, brand image also plays an important role in building consumer loyalty.

Based on the data and analysis presented, this study aims to explore in depth the influence of digital marketing and brand image on purchase decisions for AirAsia tickets. The formulated problem includes the influence of digital marketing on the decision to purchase AirAsia flight tickets, the influence of brand image on the decision to purchase AirAsia flight tickets, and the simultaneous influence of digital marketing and brand image on the decision to purchase AirAsia flight tickets. This research is expected to provide a better understanding of the factors that influence purchase decisions in the airline industry, especially for AirAsia. In addition, this research also aims to provide strategic recommendations for future marketing development. Thus, this study is expected to

contribute to the literature in the field of marketing and consumer behaviour, as well as provide insights for practitioners in the airline industry to improve their performance and competitiveness in an increasingly competitive market.

THEORETICAL FRAMEWORK AND EMPIRICAL STUDIES

Digital marketing is a modern form of marketing that enables direct communication with potential customers without time and location constraints (Nurcahyo, 2018). According to Wirata (2021), digital marketing uses electronic devices such as computers and smartphones to connect stakeholders in the marketing process and expand the marketing mix. Kim & Kim (2004) add that digital marketing relies on interactive online media, site design and incentives that enable cost savings and increase transactional efficiency. Overall, digital marketing can be summarised as a marketing strategy using electronic devices that allows communication without geographical and time barriers, with the ability to reach more widely and efficiently.

The benefits of digital marketing include wide geographical reach, speed of deployment and ease of evaluation. The use of the Internet network allows marketing to the global market (Wirata, 2021). In addition, digital media increases time efficiency and provides accurate data in real time, making it easier to evaluate the performance of marketing campaigns. Kim & Kim (2004) outline five dimensions of digital marketing: coordination, commerce, community, content and communication, which help companies to manage product information, expand sales access, create user communities, provide informative content and facilitate direct communication with consumers.

Marketing management is a discipline that combines the art and science of selecting target markets, building and maintaining customer relationships to create superior value. According to (Kotler & Armstrong, 2003), marketing management involves the strategic process of selecting target markets and developing customers through the creation, delivery and communication of customer value. (Febrianti et al., 2023) adds that marketing management involves the activities of planning, organising, directing and controlling marketing activities efficiently to achieve organisational objectives. Overall, marketing management aims to design and implement strategies that can effectively attract, retain and develop customers in a competitive marketplace.

H1: The impact of digital marketing on purchase decisions

Digital image

Brand image is the perception that consumers have of a brand, which is formed through associations in their minds (Kotler & Armstrong, 2003). According to Aaker and Biel in (Syafitri & Azhar, 2022), brand image includes consumer evaluations of brands in specific markets, which can be formed through personal experiences or information from other people and the media. Tjiptono in (Febrianti et al., 2023) added that brand image is

the view of consumers who believe in a particular brand. In this study, the definition given by Kotler & Armstrong (2003) is the main definition used as a reference.

Several factors that influence brand image include the superiority of brand associations, which include brand attributes and benefits that are able to meet consumer needs and create positive value. The strength of brand associations is also an important factor because it depends on how brand information is remembered by consumers through sensory processes (Ferinnadewi in Permana & Haryanto, 2014). In addition, the uniqueness of brand associations provides distinctive features that are difficult for competitors to imitate, so they remain embedded in consumers' memories (Ferinnadewi in Permana & Haryanto, 2014). According to Kotler & Armstrong (2003), the dimensions that make up brand image include brand identity, which are the physical elements that help consumers recognise the brand, and brand personality, which reflects the distinctive characteristics that differentiate it from other brands. Brand association consists of specific things that are always associated with the brand, such as unique offerings and consistent social activities (Kotler & Armstrong, 2003).

Finally, brand attitude and behaviour reflect the brand's interaction with customers in providing the benefits and values it has, as well as the values and benefits the brand provides to meet consumer needs and wants (Kotler & Armstrong, 2003).

H2: The effect of brand image on purchase decisions

Purchase decision

A purchase decision is a process that consumers go through through five stages, namely problem recognition, information search, alternative evaluation, purchase decision and post-purchase behaviour, which begins long before the purchase and has effects that continue after the purchase (Kotler & Armstrong, 2003). Kim & Kim (2004) define a decision as a choice between two alternatives, and in the context of a purchase decision, there are often more than one party involved in the transaction process. Dau & Albana (2023) assert that purchase decisions are consumers' understanding of wants and needs for products, which involves evaluating different sources, setting purchase goals and identifying alternatives for decision making. Based on these different definitions, it can be concluded that purchase decisions are actions that require consumers to understand their wants and needs for a product. In this study, the theory of purchasing decisions by Kotler & Armstrong (2003) will be used.

The factors that influence purchasing decisions according to Kotler & Armstrong (2003) include several elements. Firstly, cultural factors, which include the basic values, perceptions, desires and behaviours that individuals learn from family and other social institutions. Culture acts as a major determinant of basic consumer desires and behaviours. Subcultures, which consist of groups with different value systems based on experiences and situations, and social classes, which reflect consumers' lifestyles, also have a significant impact on purchasing decisions. Second, social factors, where reference groups

such as family and friends can influence consumer attitudes and behaviour. The family, as the most important buying organisation, has a major influence on individual choices, both through the family of orientation (family of origin) and the family of procreation (family formed). Third, personal factors, which include individual characteristics such as age, life cycle stage, occupation, economic conditions, personality, and values and lifestyle.

According to Kotler & Armstrong (2003), the dimensions and indicators of purchase decisions include several aspects such as product selection, where consumers choose products based on availability and interest; brand selection, where consumers pay attention to the advantages of each brand; supplier selection, which is based on location and ease of access; number of purchases, which determines how many products will be purchased; determining the time of visit, where consumers decide when to make a purchase; and payment methods, which include cash or credit payment options.

H3: The impact of digital marketing and brand image on purchase decisions

RESEARCH METHODS

This study employed a quantitative approach using descriptive and verification methods to analyze the influence of digital marketing and brand image on purchase decisions for AirAsia flight tickets. The descriptive method was used to describe the characteristics of each variable in detail, while the verification method aimed to test hypotheses regarding the relationships among variables (Sugiyono, 2013). The research objects were the independent variables—digital marketing and brand image—and the dependent variable—purchase decision.

The population in this study comprised AirAsia ticket consumers, the total number of whom was unknown. Therefore, sample size was determined using the Lemeshow formula (Akdon & Riduwan, 2010), resulting in a minimum sample of 97 respondents. The sampling technique applied was non-probability sampling, specifically accidental sampling, in which respondents were selected based on convenience and their relevance to the research objective (Sugiyono, 2013). Primary data were collected through questionnaires, while secondary data were obtained through a literature review of relevant books and journals (Sugiyono, 2013). A Likert scale was used to measure respondents' attitudes, ranging from "strongly disagree" to "strongly agree" (Sugiyono, 2012).

The data collected were analyzed using multiple linear regression to determine the effect magnitude of digital marketing and brand image on purchase decisions. Instrument testing was conducted through validity tests (Pearson correlation) and reliability tests (Cronbach's Alpha), ensuring consistency and accuracy in measurement (Ghozali, 2016). Furthermore, classical assumption tests, including the normality and linearity tests, were performed to confirm that the regression model met statistical requirements. Hypothesis testing was done using the t-test for partial effects and the F-test for simultaneous effects, with a significance threshold of 5%. All statistical analyses were carried out using SPSS version 25 software.

RESULTS AND DISCUSSIONS

In this study, data on the variables (X1) Digital Marketing, (X2) Brand Image and (Y) Purchase Decision were collected through questionnaires distributed to 97 respondents, namely AirAsia ticket consumers. The study aims to analyse the effect of digital marketing and brand image on purchase decision, with respondent characteristics categorised by gender, age group, education and occupation.

Sampling was conducted using a non-probability sampling method, which does not provide an equal opportunity for each element of the population to be selected. The results of this study show the distribution of respondents by gender and other demographics relevant to air ticket purchase decisions.

Tabel 1. Demographic Characteristics of Respondents

Category	Sub-Category	Frequency	Percentage (%)
Gender	Male	70	72.2%
	Female	27	27.8%
Age	< 30 years	25	25.8%
	30–40 years	33	34.0%
	> 40 years	39	40.2%
Education	Senior High School	14	14.4%
	Diploma (D3)	26	26.8%
	Undergraduate (S1)	50	51.5%
	Postgraduate (S2)	7	7.2%
Occupation	Private Sector Employee	64	66.0%
	Entrepreneur	8	8.2%
	Civil Servant	18	18.6%
	Others	7	7.2%

The majority of respondents are male (72.2%), aged above 40 years (40.2%), hold an undergraduate degree (51.5%), and work in the private sector (66%). This profile reflects the primary target market of AirAsia in Indonesia—middle-aged, working professionals with sufficient education and economic means.

2.1 Digital Marketing (X₁)

Digital marketing was assessed through five indicators: Coordination, Commerce, Community, Content, and Communication. The overall average score for this variable was 3.80, categorized as "Good."

Tabel 2. Digital marketing questionnaire responses (X1)

Item	Indikator	Skor Jawaban						Skor Penilaian		Kriteria
		STS (1)	TS (2)	R (3)	S (4)	SS (5)	Total	Total	Rata – Rata	
1	<i>Coordination</i> (Koordinasi)	1	2	30	192	185	97	410	4,22	Baik
2	<i>Commerce</i> (Perdagangan)	2	20	36	256	45	97	359	3,70	Baik
3	<i>Community</i> (Komunitas)	1	10	84	236	20	97	351	3,61	Baik
4	<i>Content</i> (Muatan)	0	6	12	320	50	97	388	4,00	Baik
5	<i>Communications</i> (Komunikasi)	1	4	14 7	152	35	97	339	3,49	Baik
Jumlah Skor Total								1847	19,02	-
Rata – Rata Skor								369,5	3,80	Baik

Source: Data Processed by Researchers, (2024)

Coordination and content emerged as the most positively perceived aspects of AirAsia's digital marketing strategy. The relatively lower score in communication suggests potential areas for improvement in terms of responsiveness and real-time interaction with customers.

2.2 Brand Image (X₂)

Brand image was measured using five indicators: Company Logo Recognition, Brand Personality, Product Differentiation, Expected Product, and Product Quality. The overall average score was 3.73.

Tabel 3. Descriptive Analysis of Brand Image (X2)

Item	Indicator	Answer Score						Assessment Score		Criteria
		STS (1)	TS (2)	R (3)	S (4)	SS (5)	Total	Total	Average	
1	Company Logo Introduction	0	2	132	208	0	97	342	3,52	Good
2	Brand Personality	0	2	123	212	10	97	347	3,57	Good
3	Product Differentiation	0	0	6	340	50	97	396	4,08	Good
4	Expected Product	0	0	48	320	5	97	373	3,84	Good
5	Product Quality	0	4	93	248	10	97	355	3,65	Good
Total Score								1813	18,66	-
Average Score								362,6	3,73	Good

Source: Data Processed by Researchers, (2024)

Overall, the Brand Image indicators have an average score of 3.73, indicating a positive impact on AirAsia ticket purchase decisions, with the Product Differentiation indicator receiving the highest score (4.08) and the Company Logo Recognition indicator receiving the lowest score (3.52). This shows that all brand image indicators contribute positively to purchase decisions.

Tabel 4. Responses to the Purchase Decision Variable (Y)

Item	Indicator	Answer Score						Assessment Score		Criteria
		STS (1)	TS (2)	R (3)	S (4)	SS (5)	Total	Total	Average	
1	Consumer Interest in the Products They Choose	0	2	78	264	20	97	364	3,75	Good
2	Brand Advantage on the Selected Product	0	0	45	316	15	97	376	3,87	Good
3	Advantages of the desired product sales place	0	2	78	268	15	97	363	3,74	Good
4	Number of Products Purchased	0	2	66	288	10	97	366	3,77	Good
5	Consumer Visit Time to Buy the desired product	0	0	114	196	50	97	360	3,71	Good
6	Ease of Payment	0	0	24	348	10	97	382	3,93	Good
Total Score								3716	22,77	-
Average Score								619,3	3,79	Good

Source: Data Processed by Researchers, (2024)

The average overall score of the six purchase decision statements is 3.79, which indicates good results. The Brand Advantage indicator received the highest score (3.87), while Time of Visit received the lowest score (3.71). This shows that all indicators contribute positively to consumers' purchase decisions for AirAsia tickets.

Instrument Testing

Validity Test Question items are considered valid if the total item correlation value obtained (r-count) is greater than the r-table value with degrees of freedom $df = n - k$, at a 5% significance level. If the significance < 0.05 or $r\text{-count} > r\text{-table}$, the item is valid; conversely, if the significance > 0.05 , the item is invalid. The validity test results show that all indicators of the X1, X2, and Y variables are valid.

Reliability Test Reliability testing shows that all variables-Digital Marketing (X1), Brand Image (X2), and Purchase Decision (Y)-have a Cronbach's alpha value above 0.6, which indicates that the questionnaire is reliable.

Normality Test The normality test aims to determine the distribution of residual data. The Kolmogorov-Smirnov test with an alpha of 0.05 shows a sig value. Monte Carlo of 0.91, which is greater than 0.05, indicating normally distributed data. The P-Plot shows points that are evenly distributed and follow the diagonal line, reinforcing that the data is normally distributed and the research instrument is suitable for use.

Linearity Test The linearity test shows that the significance value for the Digital Marketing and Brand Image variables on Purchasing Decisions is 0.00, which means that there is a linear relationship between these variables.

Correlation Test Results The correlation analysis results show that Digital Marketing (X1) and Brand Image (X2) are positively related to Purchasing Decisions (Y), with correlation coefficient values of 0.591 and 0.601, respectively, which are classified as moderate to strong.

Multiple Linear Regression Analysis Multiple linear regression analysis was used to test the effect of Digital Marketing and Brand Image on Purchasing Decisions. The regression model obtained is $Y = 4.124 + 0.370DM + 0.622BM$. Both independent variables show a positive influence on purchasing decisions, with a coefficient of determination (R^2) of 0.520, indicating that 52% of the variance in purchasing decisions can be explained by these two variables.

Hypothesis Test Partial test (T test) shows that Digital Marketing (X1) and Brand Image (X2) have a significant effect on Purchasing Decisions (Y) because the significance value of each variable is $0.00 < 0.05$. The simultaneous test (F test) also shows that there is a significant effect of the two independent variables on the dependent variable.

Discussion

The findings from this study confirm the theoretical propositions regarding the importance of digital marketing and brand image in shaping consumer behavior. As noted by (Kotler & Armstrong, 2003), digital channels allow brands to engage consumers effectively, offering personalization, real-time interaction, and convenience—factors that this study finds positively related to purchase decision-making.

The strong performance of brand image indicators, particularly product differentiation, is aligned with Aaker's brand equity model, which stresses the importance of uniqueness and consumer perceptions in creating brand loyalty (Aaker, 1996, p. 102). This suggests that AirAsia's positioning strategy as a low-cost yet differentiated airline is yielding favorable consumer evaluations.

The significant value of the regression coefficients and the model's explanatory power ($R^2 = 0.520$) reinforce the empirical findings of previous research. For instance, similar studies conducted by Febrianti et al., (2023, p. 598) and Hakim et al. (2022, p. 53) found that digital marketing and brand image play crucial roles in influencing online and offline consumer decisions in the transportation and automotive sectors.

From a managerial perspective, these results suggest that AirAsia should enhance the communication dimension of its digital strategy and increase visual branding efforts, particularly to strengthen logo recognition and consistency across digital platforms. As payment convenience was one of the top-rated purchase decision factors, integrating seamless and diverse payment options is also recommended.

CONCLUSION, SUGGESTION, AND LIMITATION

Based on the results of the research that has been conducted, it can be concluded that Digital Marketing and Brand Image have a positive and significant influence on consumer purchasing decisions for Air Asia flight tickets. This finding shows that the better the quality of the Digital Marketing strategy implemented, the more likely consumers are to make purchasing decisions. This indicates that effective digital marketing plays an important role in attracting consumer attention and interest. In addition, a positive Brand Image also contributes significantly to purchasing decisions, reflecting that a strong brand image is able to build trust and increase brand attractiveness in the eyes of consumers.

Together, these two variables have a positive effect on purchasing decisions, which implies that managing and strengthening Digital Marketing and Brand Image in an integrated manner will support the effectiveness of Air Asia's marketing strategy in increasing flight ticket sales. As a practical implication of the results of this study, there are several recommendations that can be considered. First, to increase consumer purchasing decisions, Air Asia is expected to strengthen the community and coordination aspects of their Digital Marketing strategy.

Improvements in these aspects are believed to strengthen consumer engagement and facilitate consumer convenience in the purchasing decision-making process. Secondly, in relation to Brand Image, it is recommended that Air Asia improve the recognition of the company logo and maintain their product differentiation. This is important to ensure that the Air Asia brand is easily recognisable by consumers and has a clear competitive edge among its competitors. Finally, given that Digital Marketing and Brand Image have a simultaneous positive influence, Air Asia is advised to maintain the quality of these two aspects in order to facilitate consumers in making decisions to purchase Air Asia flight tickets.

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