

## BRAND IMAGE, PRICE, AND FACILITIES AFFECT CONSUMER DECISIONS USING TOURISM BUS SERVICES (SURVEY ON CONSUMERS PT. KUSUMA TRANS IN KLATEN REGENCY)

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### ABSTRACT

PT Kusuma Trans is a company engaged in consumer tourism transportation services. To maintain customer satisfaction at Pt Kusuma Trans always strives to meet the needs of consumers, one of which is to increase introduction to the public about the products of services provided to get a good image, pricing following market capabilities and provide comfortable facilities for bus users. This study aims to determine the influence of brand image, price, and facilities on consumer decisions to use the services of the Tourism bus P.T. Kusuma Trans in Klaten regency, Central Java. This research method uses survey research—data collection using questionnaires with the Likert scale and data analysis using multiple linear regression. The results of this study showed that the value of the constant (a): 3.552 marked positive, variable coefficient brand image 0.273, variable coefficient price 0.229, variable coefficient facilities 0.215. This study concludes that Brand image, price, and facilities significantly affect consumer decisions to use the services of the Tourism bus P.T. Kusuma Trans in Klaten.

### Keywords:

*Brand image, consumer decisions, facilities, prices, services*

### INTRODUCTION

The tourism sector is one of the sources of foreign exchange contributions for a region, but the Covid-19 pandemic changed everything. The covid-19 outbreak has had a significant impact on tourism entrepreneurs. Where the concern of entrepreneurs is increasingly becoming so because the signs of this virus outbreak will be resolved are still blurry. The impact of the COVID-19 pandemic on the tourism sector can be seen in the reduction in working hours, where around 12.91 million people in the tourism sector experienced a reduction in working hours, and 939 thousand of people in the tourism sector were temporarily unemployed. On the other hand, the COVID-19 pandemic has also directly impacted various jobs in the tourism sector, including transportation that supports tourist attractions (Pradana & Mahendra, 2021).

Covid 19 has paralyzed the tourism sector and all elements of Tourism support, but in 2022 accompanied by President Joko Widodo about the Covid-19 pandemic that loosened various rules. Although the Covid-19 pandemic still hit Indonesia, it showed that the tourism sector and its supporters, namely transportation, began to be in demand by consumers again. These conditions make each tourism transportation service company need to set the right marketing strategy to be chosen by consumers because the current conditions make the company not only sales-oriented but also must understand what consumers want and need. Every company in the business category must be sensitive to any changes that occur and emphasize consumer satisfaction as the primary goal (Kemenparekraf, 2022).

One of the crucial aspects of the strategy of attracting consumers is the creation of a good brand image for consumers. Transportation companies want to build a strong brand image because of the positive correlation between a strong

brand image with high profits and providing future net profit for the company and potential revenue in the future (Kertajaya, H., 2017). A strong brand image gives consumers hope that the cost sacrificed by the consumer is proportional to the benefits received, so the brand image will influence the purchase decision (Ferinadewi and Erna, 2018). An obligation for every company to have a strong brand image, because the brand image is a very valuable asset of the company (Abidin, et al, 2017). stating the brand image affects the purchase decision.

Prices or tariffs in the transportation business also play an important role. (Tjiptono, F, 2016) states that the purpose of price determination is to increase sales, maintain and improve market share. Setting a tariff will affect consumer purchasing decisions. Price is an important factor to influence consumers in purchasing a service. Price is used as a Value Indicator to compare the perceived value of services consumed by consumers, if the price is set high and not in accordance with the quality of services, then consumers will switch to other transportation companies that offer more rational prices (Firmansyah, A, 2019). (Malau, et al, 2015) states that price influences consumer purchasing decisions.

Many transportation companies offer the best service to win the hearts of consumers to use the services of the company. Each company will provide the best service with adequate facilities for consumers to feel satisfied with the perceived services and is expected to become loyal customers of the transportation company (Tjiptono, F, 2016). Facilities are supplies of physical equipment that provide comfort for consumers who carry out their activities so that their needs and desires are met. Consumers consider the availability of facilities in making purchasing decisions on a product or service (Purbasari, D.M & Purnamasari, D.L, 2018). (Jumini, I & Realize, 2020) states that facility facilities have a significant effect on purchasing decisions.

PT Kusuma Trans is one of the companies engaged in tourism transportation services to consumers. To maintain customer satisfaction, PT Kusuma Trans always strives to meet the needs of consumers, one of which is to increase the introduction to the public about the products of services provided to get a good image, pricing in accordance with market capabilities and provide comfortable facilities for bus users.

The purpose of this study to determine the influence of brand image, price, and facilities to the consumer's decision to use the services of P.T. Kusuma Trans in Klaten regency, Central Java.

## **RESEARCH METHODS**

This study is a survey research, where the method of data collection using questionnaires to meet consumers directly by using likert scale with a score on each questionnaire, and also using literature studies from books or journals related to the study. The research location is in PT Kusuma Trans Klaten regency, Central Java.

Sampling technique in this study using the method of accidental sampling that consumers who happen to be using bus services from P.T. Kusuma Trans Klaten is suitable as a data source. Sampling using Leddy's formula.

$$N = \left( \frac{Z}{e} \right)^2 (P) (1 - P)$$

Samples in this study were taken as many as 100 respondents. Data analysis from the questionnaire then tested the instrument with validity and reliability test, classical assumption test, multiple linear regression analysis, T test and F test (Model accuracy test).

## RESULTS AND DISCUSSION

### Characteristics Of Respondents

Description of respondents by gender, age, level of education and type of work as follows:

Table 1. Description of respondents by gender, age, education level and type of work

Gender	Respondents	
	N	Persentase (%)
Male	52	52,0
Female	48	48,0
Total	100	100
<b>Age (yo)</b>		
< 30	12	12,0
30-45	34	34,0
> 45	54	54,0
Total	100	100
<b>Level of Education</b>		
Elementary School	0	0,0
Junior High School	11	11,0
High School	53	53,0
college	36	36,0
Total	100	100
<b>Work</b>		
civil servants	21	21,0
Privat Employee	32	32,0
Self-employed	38	38,0
Students	9	9,0
Total	100	100

Based on the results of the characteristics of the majority of respondents in the gender is male as many as 52 people (52.0%). The majority of respondents by age is known to the majority of respondents over 45 years of age as many as 54 people (54.0%). For the majority of respondents education level is high school graduates as many as 53 people (53.0%). While the majority of respondents at the level of employment as self-employed as many as 38 people (38.0%).

### Research Instrument test (validity and reliability test)

Validity test is used to measure the validity or not of a questionnaire. An item is valid if its p value is  $< 0.05$ . Validity test using product moment correlation with SPSS program version 25, produce p value value on each variable (brand image, price, facilities and decision to use bus services) is  $0.000 < 0.05$  this indicates that the statement of independent and bound variables is valid and can be continued.

Reliability testing in this study using Cronbach's Alpha measurement showed that all variables (brand image, price, facilities and consumer decisions using bus services)  $>$  critical value (0.60), then in this study the overall variable is said to be reliable.

### Classical assumption tests (normality, Multicollinearity, and Heterokesdasticity tests)

Normality test is used to determine the normality of the data. The statistical test used to determine normality is the Kolmogorov-Smirnov normality test. The criteria used is to see the results of GIS (p), if p value  $> 0.05$  means the distribution of data in the distribution is in accordance with the normal curve, so that it passes the normality test, otherwise if p value 0.05 means the distribution of data in the distribution is not in accordance with the normal curve, so it does not pass the normality test. Normality test in this study using SPSS program with the results

showed that p value  $0.200 > 0.05$  means the distribution of data in the distribution is in accordance with the normal curve so that the data is normally distributed.

Multicollinearity test can be known through the value of tolerance and the value of Variance Inflation Factor (VIF), if tolerance value  $> 0.10$  and VIF value less than 10, then it can be said that multicollinearity does not occur. Based on the analysis, it is known that the tolerance value of each independent variable (bonus pack, shopping lifestyle and store atmosphere) is greater than 0.10 and the VIF value is less than 10. means there is no multicollinearity, then the regression or model used in this study is free of multicollinearity.

Heteroscedasticity test aims to determine whether in the regression model there is inequality of variance from one residual observation to another fixed observation, it is called homoscedasticity and if it is different, it is called heteroscedasticity. Heteroscedasticity test in this study using Glejser test. The presence or absence of heteroscedasticity is known by looking at the probability of a 5% degree of confidence. If the p value is  $> 0.05$ , there is no heteroscedasticity. Heteroskedasticity test results can be seen that each of the independent variables (brand image, price and facilities) have a value of p value  $> 0.05$  then heteroskedasticity does not occur.

#### **Hypothesis testing (multiple linear regression analysis, T test, and F test, coefficient of determination)**

Multiple linear regression analysis was used to determine the effect of independent variables (brand image, price and facilities) on the dependent variable (consumer decision to use bus services). The formula used is as follows :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e \text{ (Sugiyono, 2017: 275)}$$

Description :

Y = consumer decision to use bus services

a = constant

X1 = Brand Image

X2 = Price

X3 = Facilities

b1, 2, 3 = regression coefficient

e = Error

Calculation of multiple linear regression analysis using the help of SPSS program obtained the following results:

Table 2. Multiple Linear Regression Analysis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients Beta
	B	Std. Error	
(Constant)	3.552	1.786	
Brand image	.273	.094	.258
Harga	.229	.078	.294
Fasilitas	.215	.067	.310

Source: processed primary Data, 2022

The result of multiple linear regression can be translated into the following equation:

$$Y = 3.829 + 0.337 X_1 + 0.276 X_2 + 0.436 X_3 + e$$

Linear regression results obtained can be interpreted as follows: 1) constant (a) : 3.552 marked positive, means that if the independent variables (brand image, price and facilities ) equal to zero (0) then the decision of consumers to use bus services is equal to 3.552. 2) brand image variable coefficient (b1 = 0.273) means that if the brand image increases, the consumer's decision to use bus services will also increase assuming the price and facility variables are considered constant/fixed 3) price variable coefficient (b2 = 0.229), meaning that if the price is more appropriate, the consumer's decision to use bus services will also increase, assuming the brand image and facility variables are considered constant/fixed. 4) variable coefficient of facilities (b3 = 0.215), meaning that if the facilities are getting better then the consumer's decision to use bus services will also increase, assuming the variable Bran dimage and prices are considered constant/fixed.

T-test analysis was used to prove the significance of the influence of independent variables (brand image, price and facilities) on the dependent variable (consumer decision to use bus services). The test steps are as follows:

Determining Ho and Ha :

Ho:  $\beta_i = 0$ , meaning there is no significant effect of independent variables (bonus pack, shopping lifestyle and store atmosphere) on the dependent variable (impulse buying)

Ha:  $\beta_i \neq 0$ , meaning that there is a significant influence of independent variables (bonus pack, shopping lifestyle and store atmosphere) on the dependent variable (impulse buying)

Level of significance ( $\alpha$ ), determine the level of significance is ( $\alpha$ ) = 0.05 or 5%, determine the test criteria are Ho accepted if p value 0.05, Ho rejected if p value < 0.05. T test results can be seen in the following table:

Table 3. T Test Result

Variable	t	Sig	Conclution
<i>Brand image</i>	2.904	.005	Significant effect
Price	2.935	.004	Significant effect
Facility	3.193	.002	Significant effect

Source: processed primary Data, 2022

Conclusion T test results as follows: 1) t test results brand image variables obtained t value count 2.904 and p value (0.005) < 0.05 means brand image significant influence on consumer decisions to use the services of Tourism bus P.T. Kusuma Trans in Klaten. 2) t test results obtained price variable t value calculate 2.935 and p value (0.004) < 0.05 means the price of a significant effect on consumer decisions to use the services of Tourism bus P.T. Kusuma Trans in Klaten. 3) the results of the T test facility variables obtained t value count 3.193 and p value (0.002) < 0.05 means facilities have a significant effect on the decision of consumers to use the services of Tourism bus P.T. Kusuma Trans in Klaten.

Test the accuracy of the model (F) to determine the accuracy of the model of the influence of independent variables (brand iamge, price and facilities) to the dependent variable (consumer decisions using bus services). Model determination test using F test with the following results:

Table 4. Model Accuracy Test Result (F)



Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	275.729	3	91.910	40.037	.000 <sup>b</sup>
Residual	220.381	96	2.296		
Total	496.110	99			

Source: processed primary Data, 2022

F test results obtained F value count 51.644 with p value  $0.000 < 0.05$  so that the right model to test the influence of brand image, price and facilities to the consumer's decision to use the services of Tourism bus P.T. Kusuma Trans in Klaten.

Coefficient of Determinance ( $R^2$ ), this analysis is used to determine how much the contribution of the independent variable (brand image, price and facilities) to the dependent variable (consumer decision to use bus services) expressed in percentage. The results of the coefficient of determination test can be seen in the following table:

Table 5. The Result Of The Coefficient Of Determinance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.746 <sup>a</sup>	.556	.542	1.51514

Source: processed primary Data, 2022

The results of the coefficient of determination (Adjusted  $R^2$ ) of 0.542 means the amount of contribution of the variable influence of brand image, price and facilities to the consumer's decision to use the services of P.T. Kusuma Trans in Klaten amounted to 54.2%, while the remaining 45.8% influenced by other variables outside the research model.

### **The influence of brand image on consumers ' decision to use tourism bus services**

The results showed that brand image influence the consumer's decision to use the services of P.T. Kusuma Trans in Klaten. Regression coefficient value marked positive means the better the brand image of the consumer's decision to use the services of a tourist bus is increasing. These results support the research of Abidin et al, (2017); (Bhai, 2021) that brand image influences purchasing decisions. (Tjiptono, 2016) states that the linkage of consumers to the brand will be stronger if it is based on the experience to communicate so as to form a brand image (brand image). A good brand image will encourage consumers to make purchasing decisions.

This is in line with Arianty & Andira's research (2021) stating that the results of the study show that simultaneously brand image and brand awareness have a significant effect on purchasing decisions (Arianty, N & Andira A, 2021). Priansa (2017:266) states that brand image comes from experience and or communication efforts until the assessment or development occurs in one or both of these things. Brand image sourced from experience provides an overview of the involvement between consumers and brands (Priansa, D.J., 2017).

Novalia, et al (2020) showed that the better the image of the store can increase consumer satisfaction. Service quality has a dominant effect on consumer satisfaction, which means that the main thing that can increase consumer satisfaction is service quality (Novalia, et al, 2020).

### **Influence of price on consumer decision to use tourism bus services**

The results showed that the price affects the consumer's decision to use the services of a tourist bus. Regression coefficient value marked positive which means if the price is more in line with consumer expectations then the consumer's decision to use the services of a tourist bus will also increase. These results support research from (Lestari, W.S. & Joseph, A., 2019); ((Sari, D.L. & Faisal, I, 2018) states that price has a significant effect on purchasing decisions.

Tjiptono, F, (2016) states that the price becomes the determinant of products that must be paid by consumers. Increasingly affordable prices make consumers will return to make purchases. (Primary, C. W., 2019) states that price is a determining factor in the decision to purchase a product if the perceived benefits are greater or equal to the costs that have been incurred to obtain it.

Gunarsih, et al (2021) stated that price has a significant effect on purchasing decisions, amounting to 96.2 %. This is in accordance also with significant figures so that there is no significant influence between the price dimensions of the purchase decision variables rejected. Then partially the price dimension has a significant effect on the purchase decision (Gunarsih, et al, 2021).

### **The influence of facilities on consumer decisions to use tourist bus services**

The results showed that the facilities affect the consumer's decision to use the services of a tourist bus. Regression coefficient value marked positive, means that with better facilities, the decision of consumers to use bus services also increased. These results support research (Jumini, I & Realize, 2020) that facilities have a significant effect on purchasing decisions.

Tjiptono, F, (2016) stated that facilities are the main thing to consider in the service business. The perception gained from the interaction of consumers with the facility can affect on the quality of the company's services in the eyes of consumers. Physical qualities can distinguish a company from competitors as well as being a sign of the intended market segment (Yazid, 2019). Facilities become one of the indicators of whether or not the quality of services and is closely related to the formation of consumer perception so that with good facilities, consumers will be interested in the services offered and make purchases of services offered.

## **CONCLUSION**

Based on the results of the above research, it can be concluded that Brand image, price, and facilities significantly influence the decision of consumers to use P.T. Kusuma Trans in Klaten. P.T. Kusuma Trans should improve the company's brand image by sponsoring both sports and social activities so as to get a good image in the eyes of the public. For consumers if service managers provide discounts at certain times to win competition with competing companies. Improved facilities with friendly service, preparing friendly for consumers who want to karaoke on the bus and continue to maintain the cleanliness of the bus.

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