The Factors of Affecting The Intention of Merchandise In Flight

Helda Wahyurizki
Universitas Negeri Jakarta
Email: heldawr@gmail.com

Vina Pebianti
Universitas Negeri Jakarta
Email: vinapebianti@gmail.com

Mitsalina Tantri
Universitas Muhammadiyah Jakarta
Email: mitsalina.tantri@live.com

ABSTRACT

This study aims to determine the effects of attitude, brands, social influence and satisfaction on purchase intentions of merchandise in flight to air transportation service users both domestically and abroad. This research used accidental sampling technique which was conducted on 201 samples from users of domestic or foreign air transportation services in 2019. The method was a questionnaire and an interview. By using SEM Amos 21 statistical tools. The results showed that all variables used in this study were attitudes, brands, social influences and satisfaction had a significant and positive influence on purchase intention variables. This shows that the presence of internal and external factors of a customer will also affect the customer's purchase intention for a merchandise.

INTRODUCTION

According to the Central Statistics Agency (BPS), the aviation business in Indonesia has a fairly good development. BPS recorded that the number of domestic air transport passengers in 2018 reached 44.39 million people which means an increase of 3.76% compared to 2017 which reached 42 ,78 million passengers. Whereas the foreign passenger sector in 2018 was recorded at 16.33 million passengers, an increase of 9.45% compared to 2017 which only reached 14.92 million passengers. It is still increasing in 2019.

This positive development will create a climate of intense competition among aviation business players certainly. Based on data from the bandarasoekarnohatta.com, there are various types of airlines that has operated including Garuda Indonesia, Lion Air, Sriwijaya Air, Air Asia Indonesia, Citilink in Indonesia. Each airline has its own market objectives and segmentation. These companies provide the best service and quality to get as many consumers as possible. In the market competition, new merchandise are popping up so that competition in seizing the people must be a concern for business maker.

One of marketing strategy is to create a retailing service by making a characteristic of the airline company itself. The airlines sell services to make the consumers arrive safely and be satisfied. But they also sell merchandise in flight. It is not directly shown to customers, but the details of the merchandise are shown in a catalog.

The list of merchandise is made as attractive as possible with a good appearance in order to create buying intentions from consumers. According to Durianto et al., (2001) the merchandise was arranged as attractive as possible and effective so that the data that was informed had satisfied the customer from product details to product appearance. "Purchase intention is something that relate to the consumer's plan to buy them and several units purchased during in a certain period." This purchase intention can be caused by various factors. They are internal factors or external factors.

The earlier survey was also conducted by researchers on 30 airline service users who were available domestically and internationally through individual interviews. Based on the results of interviews, 73.3% or 22 people informed that there were merchandise sales on the plane and 26.7% or eight people did not know / aware of merchandise sales on the plane. 22 users of the flight service who aware about the sale of merchandise on the plane, there was information said that only about 13 people had an interest in buying the merchandise. This was demonstrated by passengers interested in finding information about the merchandise by looking through the catalog and interested in having one of the merchandises. This passenger attitude is obtained by the researcher based on questions raised directly from the researcher to the passengers. It becomes a gap phenomenon where consumers realize there is a business, but they do not have the intention to buy the merchandise.

If the merchandise offered has a positive impression on consumers, it will be a positive attitude towards the merchandise and it will lead to purchase intentions. According to Mowen and Minor (2002), the hierarchy effect of purchase intention is used to describe the sequence of the process of the emergence of beliefs, attitudes and behaviors which are the stages of information processing. A person's attitude to the attributes of merchandise can be variative due to consumer's confidence and evaluation of the attributes possessed by the merchandise. Therefore, the earlier positive or negative attitude

of the consumer will be directly proportional to the purchase intention of the consumer, this is relating to previous research that is conducted by Zhang and Kim (2013) and Huang and Lee (2003) states that the attitude has a positive and significant in buying intentions.

The brand associated with positive brand images to create competitive advantages that provide perceptions in product quality in terms of increasing interest, getting more attention, and evaluating consumers of a product itself (Porter & Claycomb, 1997). Based on previous research, it was found that brand of merchandise influences customer evaluations and influences their purchasing decisions (Khasawneh and Hasouneh 2010). It was also be supported by other research conducted by Richardson, Dick, & Jain (2006), brand found to have a significant effect.

According to Lee (2008) social influence is about changing feelings, attitudes, thoughts and behavior, intentionally or unintentionally influenced by others. This is because of interactions with other people who know each other like parents and peers. This is consistently relating to previous research was conducted by Eryadi, Heru Triatmaja and Yuliana (2016) who states that social influence has a positive and significant influence on purchase intentions. If Social influence is mediated by satisfaction where satisfaction is the opinion of others and makes us satisfied it will affect the purchase intention as well. The Satisfaction itself is when customers get advice from family or their friends and then supported by satisfaction from the catalog that displays the merchandise, so that it will increase the purchase intention of the customer. This is consistently relate to previous research which is conducted by Lee (2013) and Bhattacherjee (2000) who stated that satisfaction has a positive effect on purchase intentions.

Based on background description of the problem, the researcher interested in bringing up the research with the following research objectives:
1. To find out whether there is a positive effect of attitude on purchase intentions of merchandise in flight.
2. To find out whether there is a positive influence of brands on the purchase intention of merchandise in flight.
3. To find out whether there is a positive influence of social influence on the purchase intention of merchandise in flight.
4. To find out whether there is a positive influence of social influence on customer satisfaction with merchandise in flight.
5. To find out whether there is a positive effect of satisfaction on purchase intentions for merchandise in flight.

LITERATURE REVIEW

Attitude

According to Huang and Lee (2003) attitudes can be shown with a better choice than to other objects, it made him felt no doubt or feel there was nothing wrong with that object. Someone will have a feeling of liking an object if it is deemed to have good benefits for himself, this is relate to the indicators that listed of:
1. Generally speaking, buying gray market goods is a better choice
2. Considering price, I prefer gray market goods
3. I like shopping for gray market goods
4. Buying gray market goods generally benefits the consumer

5. There's nothing wrong with purchasing gray market goods
6. I never consider gray market goods when choosing merchandise

Brands Name

According to Simamora (2003: 81) brands name is the main indicator for a brand itself that is the basis for communication efforts and awareness creation, it is also the essence of the brand concept. Indicator of brands according to Khasawneh and Hasouneh (2010):
1. I pay attention to buying the product with a well-known brand name.
2. When buying a product for the first time I select the well-known brand name because it gives me information.
3. Well-known brand name products are worth paying the price.
4. Well-known brand name is trust worthy.
5. I feel more secure when buying a product with a well-known brand name.
6. Well-known brand name means high quality.

Social Influence

Social influence is an act or behavior of someone who can influence others to jointly use a technological system. Measurement of social influence can be measured through four indicators according to Eryadi, Heru Triatmaja and Yuliana (2016), including:
1. The regulations in the user's or prospective user's social.
2. Family or family influence of the user.
3. Reference groups or groups that become role models and references from user.
4. Culture or social class and culture adopted by users or candidate of users.

Satisfaction

Customer satisfaction is an effective response to the experience of making specific consumption or evaluating the suitability or perceived discrepancy between the previous expectations and the actual performance of using merchandise. it will be a pleasure. Measurement of satisfaction according to Bhattacherjee (2000) can be measured through several indicators, namely:
1. The merchandise catalog gives satisfaction with the information.
2. The merchandise display on the catalog makes me happy.
3. Overall, I satisfied with the merchandise catalog and I will recommend it to others.

Purchase Intention

According to Mowen and Minor (2002), the hierarchy effect of purchase intention is used to describe the sequence of process the emergence of beliefs, belief in buying something, attitudes and cognitive behaviours possessed by consumers of linking attributes, benefits and objects by finding and evaluating information, meanwhile attitude refers to the feeling or effective response. According to Rangkuti (2014) the indicators that can be used in determining someone's purchase intention are as follows:
a. Interested in finding information about products
b. Consider of buying something.
c. Interested to try

d. Want to know the product
e. Want to have a product

    The design of research that became the frame work of this study was as follows:
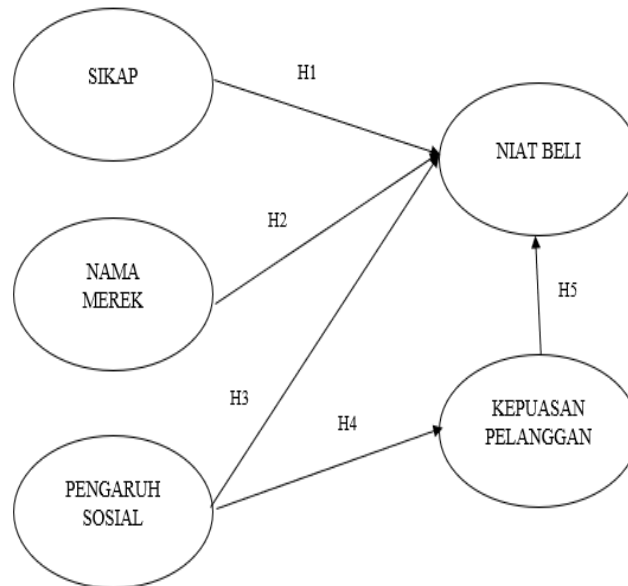
Figure 1. Research Model

Sources: Zhang and Kim (2013), Huang and Lee (2003), Khasawneh and Hasouneh (2010), Rahim (2016), Dastane (2017), Eryadi, Heru Triatmaja dan Yuliana (2016), dan Lee (2008), Park, Sun and Hwang (2012), Bhattacherjee (2000), Lee (2013), Masitoh and Widikusyanto (2017)

    Based on the theory and framework of thinking described above, the conclusions in this study are
H1: Attitude has a positive effect on purchase intentions.
H2: Brands has a positive effect on purchase intention
H3: Social influence has a positive effect on purchase intention.
H4: Social influence has a positive effect on satisfaction.
H5: Customer satisfaction has a positive effect on purchase intentions.

RESEARCH METHOD

    The research method in this research is quantitative research. According to Sugiyono (2012: 6) quantitative research is descriptive in nature and tends to use an inductive approach analysis. This research was conducted in several stages, where the design used in this study according to Umar (2009: 33) revealed various types of research designs as follows: (1) Descriptive design, the design aims to describe the nature or purpose of a particular phenomenon. (2) Causal design, this design is useful for analysing the relationships of one variable to another

Population and Sample

The population of this study is the user of air transportation both domestic and foreign within at last 6 months. This research was conducted using accidental sampling technique, which is to determine the selected sample based on coincidence, namely consumers who accidentally met with the researcher can be used as a sample, if viewed by people who happened to be found suitable as a source of data. The number of samples chosen was 201 respondents. This study uses primary data that is the respondent's answer to the questionnaire, in which the questionnaire is distributed by the author to airline users who are aware of the sale of merchandise sold on the plane. The instrument uses a Likert scale. According to Siregar (2013: 25), a Likert scale is a scale that can be used to measure someone's attitudes, opinions, and perceptions about a new object or phenomenon. Each answer has score as follows: Masing-masing jawaban diberikan skor sebagai berikut: Strongly Disagree, Disagree, Little Disagree, somewhat agreed, Agree, Strongly Agree. With the explanation as follows:

1. Number 1 shows the respondent **strongly disagree** with the statement regarding the proposed indicator.
2. Number 2 shows the respondent **disagrees** with the statement regarding the proposed indicator.
3. Number 3 shows the respondent **Few Disagree** over the statement regarding the proposed indicator.
4. Number 4 shows the respondent **somewhat agreed** on the statement regarding the proposed indicator.
5. Number 5 shows the respondent **agreed** on the statement regarding the proposed indicator.
6. Number 6 shows the respondent **strongly agreed** on the statement regarding the proposed indicator.

RESULTS AND DISCUSSION

Respondents in this study are all domestic and international airline users who are aware of the sale of merchandise in flight.

Table 1
Profile of Respondent Demographics

Variable	Group	Frequency	
Gender	Male	93	46%
	Female	108	54%
Age	Under 20 years old	24	12%
	21 – 30 years old	125	62%
	31 – 40 years old	27	13%
	41 – 50 years old	19	9%
	Above 50 years	6	3%

Occupation	Students	19	9%
	Civil Servants	35	17%
	Private Employee	104	52%
	Entrepreneur	22	11%
	Housewife	9	4%
	Others	12	6%

In this study 53% of respondents were female and 47% were male. The age range of respondents who use aircraft transportation and are aware of merchandise in flight is between 21 and 30 years. 125 people were recorded, consisting of 72 female respondents and 53 male respondents. Users of aircraft transportation in this study were mostly from private employees, totaling 104 people. If viewed by sex, the number of female respondents dominates the types of student work, private employees and housewives. While male respondents are more on the types of civil servant jobs, entrepreneurship and others.

Table 2
Results of EFA

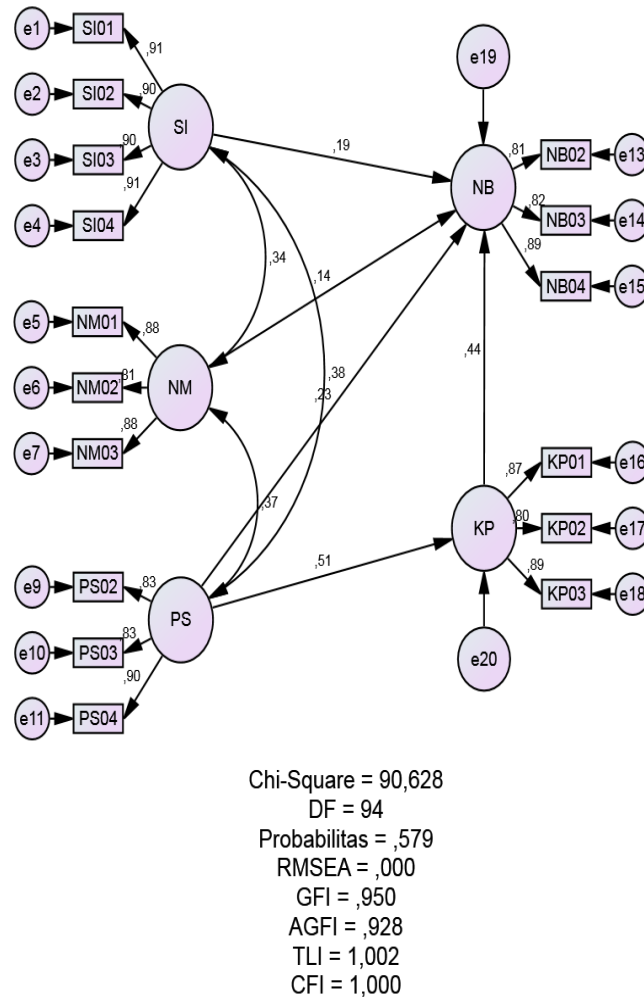| Indicator	Loading Factor
Attitude (α= 0.874)	
Merchandise in flight is the best choice.	0.868
I love the merchandise in flight.	0.881
Merchandise in flight has good benefits.	0.88
In my opinion there is nothing wrong with the prices sold on merchandise in flight	0.868
Brand Name (α= 0.742)	
When buying merchandise in flight, I chose a famous brand name	0.715
I paid more attention to buying merchandise in flight using well-known brand names.	0.794
	0.726

The quality of the merchandise given matches the brand name of the merchandise.	
Social Influence (α= 0.856)	
My family did not forbid me to buy merchandise in flight	0.827
I considered the information given by my friend in buying merchandise in flight	0.887
I was interested in buying merchandise after I saw that my family bought it.	0.89
My friends often talk about good things about merchandise in flight	0.831
Purchase Intention (α= 0.852)	
I am interested in finding information about merchandise.	0.818
I am considering buying merchandise which sale.	0.881
I am interested in trying merchandise which sale.	0.876
I want to have the merchandise in flight	0.843
Satisfaction (α= 0.74)	
The catalog that displays the merchandise sold on the plane is detailed and complete so that it satisfies me.	0.725
I wil recommend it for see the merchandise catalog if the information was complete.	0.798
I like the catalog that displays merchandise in flight because it shows pleasant colors.	0.71

Based on the EFA test using SPSS found that the value Factor Loading and Cronbach's Alpha on each variabel has met the validity and reliability standard (table

2). Therefore 18 indicators used can be further analyzed using the Confimatory Factor Analysis (CFA) method. Because the number of indicators of the whole variable is less than 100 pieces, the number of respondents is more than 200 people, and use of a Likert scale on the instrument, then the AMOS program is very appropriate to test the Research model. And for this research using AMOS version 23.0.

In testing the full research model, it was found that the model was not fit. Where is known that the fit summary model is not in accordance with the minimum Goodness of Fit limit. Therefore, researchers try to modify the research model. Figure 2. shows the results of research modifications that meet GOF requirements.

Chi-Square = 90,628
DF = 94
Probabilitas = ,579
RMSEA = ,000
GFI = ,950
AGFI = ,928
TLI = 1,002
CFI = 1,000

Figure 2 Model Testing

Table 3
Hypothesis Testing Summary

			C.R.	P	Results
PS	- - - - >	KP	6,644	***	Accept
SI	- - - - >	NB	3,061	,002	Accept
NM	- - - - >	NB	2,090	,037	Accept
PS	- - - - >	NB	3,231	,001	Accept
KP	- - - - >	NB	5,651	***	Accept

Hypothesis testing is done by t-value and a significance level of 0.05. If the t-Value ≥ 1,967 then the testing hypothesis will be accepted and if probability value (P) ≤ 0,05 will show the significance (Haryono & Wardoyo, 2013). Meanwhile according to Holmes-Smith (2012) p=*** show that p-value is close to zero. Based on the test results in the table above, it is known that:

1. The influence of Social Influence on customer satisfaction is significantly positive because the estimated value (0.527) is positive, C.R (6.644) is greater than 1.96 and P (0.000) is smaller than 0.05.
2. The influence of attitude towards purchase intention is significantly positive because the estimated value (0.191) is positive, C.R (3.061) is greater than 1.96 and P (0.002) is smaller than 0.05.
3. The influence of brand names on purchase intentions is significantly positive because the estimated value (0.139) is positive, C.R (2,090) is greater than 1.96 and P (0.037) is smaller than 0.05.
4. The influence of Social Influence on purchase intentions is significantly positive because the estimated value (0.243) is positive, C.R (3,231) is greater than 1.96 and P (0,000) is smaller than 0.05.
5. The influence of customer satisfaction on purchase intention is significantly positive because the estimated value (0.454) is positive, C.R (5.651) is greater than 1.96 and P (0.000) is smaller than 0.05.

The test results show that attitude significantly influences purchase intention. This study provides the conclusion that the attitude felt by the customer itself has an influence on the customer to have the intention to buy merchandise in flight. Attitude towards a merchandise is one of the internal environmental factors, can influence someone to make the decision to buy merchandise. Consumer attitude is a response or assessment given by

consumers consistently, consequently, beneficial or unprofitable, positive or negative, like or dislike, agree or not to an object. From this description shows that there are strong reasons for the influence of purchase intention from consumers. These results are consistent with research conducted by Huang and Lee (2003) which states that the attitude variable has a positive and significant effect on purchase intention. This result is conducted by Alberto and Rossi (2007), which states that the attitude variable has a positive effect on purchase intentions.

The results of the study explained that brand names significantly influence purchase intention. This study concludes that the brand name listed on a merchandise will influence the consumers to have the intention to buy merchandise in flight. Brand names that affect customers themselves are because of well-known brand names or the quality that is given from the brand names. Positive responses from customers to the brand name can provide stimulus for customers to make purchases. Therefore this brand name will increase the purchase intention of someone to buy a merchandise. These results are consistent with research conducted by Rahim et al. (2016) which states that brand name variables have a positive and significant effect on purchase intentions. Likewise in a study conducted by Khasawneh and Hasouneh (2010) which stated that brand name variables had a positive effect on purchase intentions.

The test results show that social influence significantly influences purchase intention. This research concludes that social influences which are external factors of the customer can influence the consumers to have the intention to buy merchandise in flight. General consumption is influenced by inspirational and associative reference groups, with the ease of sharing information using different channels from social networks such as Facebook, Twitter, blogs and e-mails, so it is clear that social influence will be the dominant factor influencing a consumer's purchase intention. Consumer behavior is influenced by social factors, such as family, group and role and social status. The social influence that is received is due to family or close friend factors which the customer feels unwritten by believing in the experience or opinion given / informed by others. These results are consistent with research conducted by Rahim et al. (2016) which states that the social influence variable has a positive and significant effect on purchase intention. Similarly, in a study conducted by Dastane (2017) which stated that social influence variables had a positive effect on purchase intentions.

The results of the study explained that social influences significantly influence customer satisfaction. This study provides the conclusion that the social influence received is due to family or close friend factors which the customer feels unwritten by the trust or experience given or shared by others. With the experience or opinions of other people will give satisfaction to the customer himself if it is in accordance with what he expected. There is also an emotional consumer satisfaction after using a company's merchandise / services. Customers feel if others will feel amazed at him. Satisfaction is related to social values that make customers proud and satisfied with a particular merchandise. These results are consistent with research conducted by Park, Sun and Hwang (2012) which states that the social influence variable has a positive and significant effect on customer satisfaction.

The results of the study explained that customer satisfaction significantly influences purchase intentions. This study concludes that the satisfaction felt by the customer will be an expectation that he hopes so that the customer will feel satisfied or

happy with what he gets will lead to the intention to buy on himself in a merchandise. Customer satisfaction in this study is illustrated by a merchandise catalog that displays merchandise in flight. A catalog that contains complete information about the merchandise in flight will make a consumer's intention to buy the merchandise. These results are consistent with research conducted by Lee (2013) which states that the variable customer satisfaction has a positive and significant effect on purchase intention. Similarly, research conducted by Masitoh and Widikusyanto (2017) which also states that customer satisfaction has a significant positive effect on purchase intention.

CONCLUSION

Based on the results of the study, with the acceptance of all hypotheses prove that the attitude, brand name, social influence and satisfaction variables can be applied to determine the purchase intention of merchandise sold on the plane. The results obtained may be different if the selected sample criteria are different or only specific to one airline only in order to get data that is more in accordance with the segmentation. Therefore for further research it is more specific to just one airline.\

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