

Effect of Airplane Ticket Prices and Airport Service Quality on Purchasing Decisions during the Covid-19 Pandemic At Ngurah Rai Bali Internasional Airport, Essay. Air Transportation Management DIV Study Program, Bachelor Degree, Diploma IV Program, Yogyakarta Aerospace Technology College,

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### **ABSTRACT**

The purpose of this study was to determine the effect of airplane ticket prices and airport service quality on purchasing decisions during the Covid-19 pandemic at Bali's Ngurah Rai Airport. Can know and understand the effect of ticket prices on purchasing decisions and know the effect of quality decisions at Bali Ngurah Rai Airport.

Researchers conducted research this time carried out on January 11, 2020 to January 13, 2020, at Ngurah Rai International Airport, Bali. This research uses quantitative methods. The analysis method used is multiple linear regression analysis with a sample of 97 respondents and technique The sampling used was purposive sampling technique. Questionnaire results data were processed by multiple linear regression analysis, partial test, F test and coefficient of determination.

Data the results of hypothesis testing based on linear regression testing indicate that the price has a positive and significant effect on purchasing decisions of 0.293 and t count 3.65. While service quality has a positive and significant effect on purchasing decisions of 0.301 and t count is 7.449. The results of regression analysis prove that there is a simultaneous influence on the variable price of airplane tickets and service quality together which is proven to have a positive and significant effect on purchasing decisions with a large contribution of 61.2. % while the remaining 38.8% is explained in other variables outside of this study.

**Keyword :** Airline Ticket Prices, Quality, Service Improvement, buying decision, Covid-19 Pandemic.

Pengaruh Harga Tiket Pesawat dan Kualitas Pelayanan Bandara Udara Terhadap Keputusan Pembelian di Masa Pandemi Covid-19 Pada Bandar Udara Internasional Ngurah Rai, Skripsi. Manajemen Transportasi Udara, Jenjang Sarjana, Program Diploma IV, Sekolah Tinggi Teknologi Kedirgantaraan Yogyakarta,

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**INTISARI**

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh harga tiket pesawat dan kualitas pelayanan bandar udara terhadap keputusan pembelian di masa pandemi Covid-19 pada Bandar Udara Internasional Ngurah Rai Bali. Dapat mengetahui dan memahami pengaruh antara harga tiket pesawat terhadap keputusan pembelian dan mengetahui pengaruh antara kualitas pelayanan terhadap keputusan pembelian Bandar Udara Internasional Ngurah Rai Bali.

Peneliti melakukan penelitian pada kali ini dilakukan pada tanggal 11 Januari 2020 sampai dengan 13 Januari 2020, di Bandar Udara Internasional Ngurah Rai Bali. Penelitian ini menggunakan metode kuantitatif. Adapun metode analisis yang digunakan adalah menggunakan analisis regresi linier berganda dengan sample sebanyak 97 responden dan Teknik sampling yang digunakan adalah Teknik Purposive Sampling. Data hasil kuesioner diolah dengan analisis regresi linier berganda, uji parsial, uji F dan koefisien determinasi.

Data Hasil uji hipotesis berdasarkan pengujian regresi linier menunjukkan bahwa harga terdapat pengaruh positif dan signifikan terhadap keputusan pembelian sebesar 0,293 dan t hitung 3,65. Sedangkan kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian sebesar 0,301 dan t hitung 7,449 hasil analisis regresi membuktikan terdapat pengaruh secara simultan variable harga tiket pesawat dan kualitas pelayanan secara bersama-sama terbukti berpengaruh positif dan signifikan terhadap keputusan pembelian dengan kontribusi besar 61,2% sedangkan sisanya 38,8% di jelaskan di variable lain di luar penelitian ini.

Kata Kunci: Harga Tiket Pesawat, Kualitas, Peningkatan Pelayanan, Keputusan Pembelian Pandemi Covid-19.