

The Effect of Brand Image and Ease of Use on the Decision to Purchase Bus Tickets Online at the Cengkareng Suspension Bridge Agent, West Jakarta

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ABSTRACT

The phenomena used as the object of research are Brand Image, Ease of Use and Purchase Decisions. The theoretical basis used in this research is the opinion of experts such as; Keller (2013) for brand image variables; Moch Suhir Imam Suyadi and Riyadi (2014) for the variable ease of use; Kotler and Keller (2016) for purchasing decision variables. This study aims to determine and analyze how much influence the brand image and ease of use on the decision to buy bus tickets online at the Cengkareng Suspension Bridge Agent, West Jakarta.

The population in this study were consumers of the Suspension Bridge Agent with a sample of 100 respondents. The data collection method used was a field study in the form of a questionnaire. The analytical tool in this study using multiple linear regression.

The results of this study indicate that brand image partially has a positive and significant effect on purchasing decisions of 0.633, ease of use partially has a positive and significant effect on purchasing decisions of 0.786, brand image and ease of use simultaneously have a positive and significant effect on purchasing decisions for bus tickets. online at the West Jakarta Cengkareng Suspension Bridge Agent amounting to 0.172 and 0.606.

1. INTRODUCTION

Research Background

The development of technology today is in line with the increasing needs of society. These technological developments can help people access information globally easily through their electronic devices. Based on the latest We Are Social report, in 2020 it was stated that there were 175.4 million internet users in Indonesia. Compared to the previous year, there was an increase of 17% or 25 million internet users in this country. Based on the total population of Indonesia, which amounts to 272.1 million, it means that 64% of the Indonesian population has experienced access to cyberspace. Percentage of internet users aged 16 to 64 who own each type of device, including mobile phones (96%), smartphones (94%), non-smartphone mobile phones (21%), laptops or desktop computers (66%), table (23%), game consoles (16%), to virtual reality devices (5.1%).

In this report it is also known that currently 338.2 million Indonesians use cell phones. Likewise, data that is no less interesting, there are 160 million active users of social media (medsos). When compared to 2019, this year We Are Social found an increase of 10 million Indonesians who are active on social media. The increasing number of internet usage is offset by the current trend of online shopping which is in great demand by Indonesians. One of the developments in e-commerce that provides service needs for the community is the *Online Travel Agent* (OTA). Apart from OTA, the role of social media is also very supportive of online shopping transactions. Then Whatsapp is one of the most popular online trading platforms. Sellers take advantage of existing facilities on WhatsApp to sell their products. The ease of use of the whatsapp application is also an important factor in online shopping. As did the West Jakarta Cengkareng Suspension Bridge Agent by utilizing Whatsapp facilities as a medium for selling bus tickets.

Consumers can purchase bus tickets by sending a WhatsApp message to the Suspension Bridge Agent by writing down their personal data, destination routes and number of passengers.

Furthermore, the admin whatsapp of the Suspension Bridge Agent will process the order and inform the total bill that must be paid by consumers. Then the consumer makes a payment by transferring a nominal amount to the Suspension Bridge Agent account and the ticket will be sent directly to the consumer's email. In addition to the ease of ordering, a good company image will increase consumer interest in buying goods or services at the company. The facilities provided by the company will make it easier for consumers to make transactions so that consumers are comfortable to make purchases.

Problem Formulation

Based on the background described above, the research problem can be formulated as follows:

1. How much influence does the brand image have on the decision to buy bus tickets online at the Cengkareng Suspension Bridge agent, West Jakarta?
2. How much influence does ease of use affect the decision to purchase bus tickets online at the Cengkareng Bridge, West Jakarta agent?
3. How much influence is the brand image and ease of use together on the decision to buy bus tickets online at the Cengkareng Bridge, West Jakarta Suspension agent?

Research Objectives

Based on the problem formulation above, the objectives of this study are as follows:

1. To analyze the magnitude of the influence of brand image on the decision to purchase bus tickets online at the Cengkareng Suspension Bridge agent, West Jakarta.
2. To analyze the magnitude of the influence of ease of use on the decision to purchase bus tickets online at the Cengkareng Bridge, West Jakarta agent.
3. To analyze the magnitude of the influence of brand image and ease of use together on the decision to buy bus tickets online at the Cengkareng Suspension Bridge agent, West Jakarta.

Brand Image Brand

image refers to a memory scheme of a brand, which contains consumer interpretations of the attributes, advantages, uses, situations, users, and characteristics of marketers and / or characteristics of the manufacturer of the product / brand. Brand image is what consumers think and feel when they hear or see the name of a brand. Or in other words, a brand image is a certain form or image of a trace of meaning that is left in the minds of consumers (Wijaya, 2011), which then guides the consumer audience to behave towards the brand, whether to try and then accompany it or just try and then leave, or simply do not want to try because of a bad image or irrelevant to the needs of the consumer audience.

Brand image according to Supranto and Limakrisna (2007: 132) is: "What *customers* think or feel when they hear or see the name of a brand or in essence what customers have learned about the brand." Brand image is also called schematic brand memory, containing the target market's interpretation of product attributes or characteristics, product benefits, usage situations, and marketer's characteristics. According to Tjiptono (2011: 112), "*Brand image or brand description is a description of associations and consumer confidence in certain brands.*" A number of quantitative and qualitative techniques have been developed to help reveal consumer perceptions and associations of a particular brand, including *multidimensional scaling*, *projection techniques*, and so on. So based on some of the above definitions, it can be concluded that brand image is what consumers remember and feel when hearing or seeing the name of a brand.

Ease of Use

According to Suhir, Suyadi and Riyadi (2014: 7), "Ease is how much the development of computer technology today can be easily understood, studied, and used." Ease of use has 5 dimensions, namely: 1) Easy to interact; 2) Easy to make transactions; 3) Easy to obtain products; 4) Easy to learn; and 5) Easy to use. Perceived ease of use (*perceived ease of use*) can be defined that a person believes in using a technology would be free of effort. "*Perceived ease of use* is a person's belief that in using a technology it can be easily used and understood." (Tjini and Baridwan, 2011: 6).

According to Jogiyanto (2009), "Perceived ease of use is defined as the extent to which a person believes that using a technology will be free from effort." From the definition, it can be seen that perceived ease is a belief about the decision-making process. If someone believes that information systems are easy to use then he will use them. According to Widjana (2010: 33), "*Perceived ease of use* means individual belief that using an information technology system will not be a hassle or require a large amount when used (*of effort free of effort*)." According to Sebayang (2017: 13), "Ease of use is a belief about the decision making process." If someone believes that information systems are easy to use then he will use them. Conversely, if someone believes that information systems are not easy to use then he will not use them. From the definition above, it can be seen that the perception of ease of use is an attitude where someone thinks that using a technology will be free from effort.

Purchasing Decisions

According to Kotler and Keller (2012: 188) defines consumer purchasing decisions, namely the purchasing decisions of individual and household end consumers who buy goods and services for personal consumption. Decision making by consumers to purchase a product begins with an awareness of their needs and wants. If you have realized your needs and wants, a consumer will look for information on the product he wants. This selection process is the process of evaluating information, using the criteria expected by consumers, one of the products to buy is chosen.

According to Suhir, Suyadi and Riyadi (2014: 07) in a journal entitled *Perceptions of Risk, Ease and Benefits of Online Purchasing Decisions*, online purchasing decisions have 4 indicators, namely: 1) Fun compared to conventional stores; 2) Frequent visits to websites 3) Deciding to buy products; and 4) The best sites for online purchases Based on the opinion expressed by Kotler and Keller (2016), there are six dimensions that influence consumer decisions in making purchases. The six dimensions are: 1) Product selection decisions; 2) The decision on the brand chosen; 3) Decision of the selected store 4); Decisions regarding quantities; 5) Decisions regarding the selected purchase time; and 6) Decisions regarding the method of payment. From some of the explanations above, it can be concluded that the purchase decision is a stage in the decision-making process where consumers actually buy.

Framework

Theory The variables studied were brand image (X_1) and ease of use (X_2) on purchasing decisions (Y). Therefore, this framework is illustrated in the research model below:

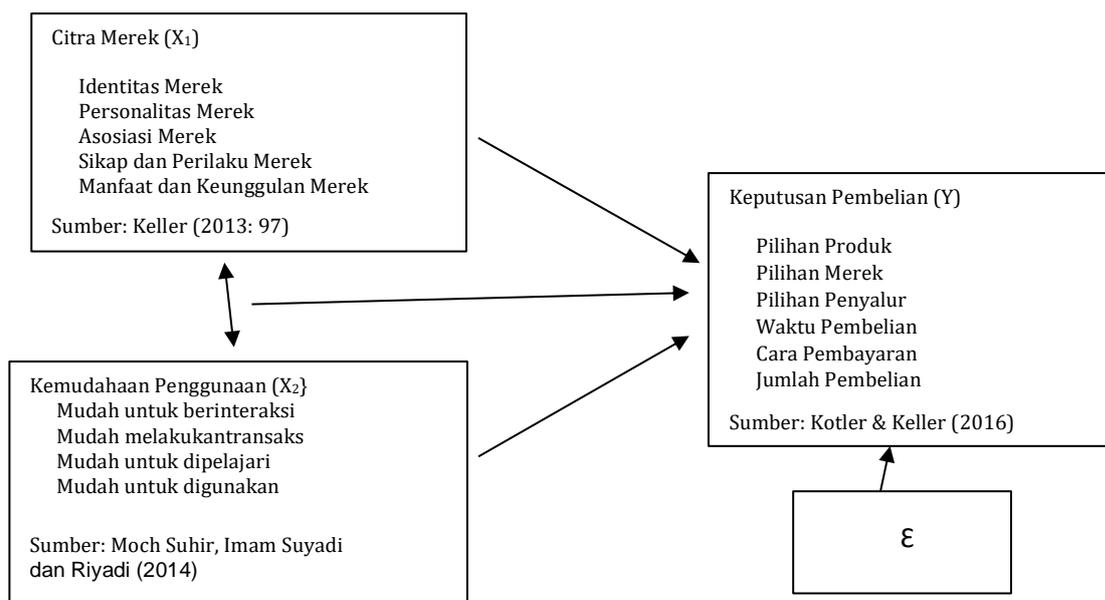


Figure 1. Research Model

Hypothesis

Hypothesis is a provisional statement or the most probable conjecture that remains to be sought for truth. The hypothesis in this study is as follows:

- H₁: There is an influence of brand image on the decision to buy bus tickets online at the Cengkareng Suspension Bridge agent, West Jakarta.
 H₂: There is an effect of Ease of Use on the decision to purchase bus tickets online at the Cengkareng Bridge, West Jakarta agent.
 H₃: There is an effect of Brand Image and Ease of Use simultaneously on the decision to buy bus tickets online at the Cengkareng Suspension Bridge agent, West Jakarta.

2. RESEARCH METHOD

There are three variables studied, namely brand image (X_1), ease of use (X_2) and purchase decisions (Y). Based on its nature, the type of research used is quantitative research. The type of research used based on its objectives is descriptive research and explanative research. Collecting data using questionnaires, observation, and interviews. Sampling using method *nonprobability sampling* with *accidental sampling technique* using 100 respondents. The respondents used are the Suspension Bridge Agent consumers found at the time of this research.

The data analysis technique used is descriptive statistics, data quality test (validity test and reliability test), classical assumption test (normality test, multicollinearity test, heteroscedasticity test), linear and multiple regression analysis, hypothesis testing (t test and F test) and determination coefficient test.

3. RESEARCH RESULTS AND DISCUSSION

Characteristics of Respondents

Based on the total respondents who are customers of the Cengkareng Suspension Bridge Agent, West Jakarta, it can be described by the number of male respondents as many as 65 people (65%), while women as many as 35 people (35%). The majority of respondents were between 26 and 30 years old. It can also be seen that the majority of respondents have a bachelor's degree and have worked for 6 to 10 years.

Descriptive Statistics

Based on the research results with the help of SPSS version 25, it can be seen that the brand image variable (X_1) has the highest score of 4.33 and the lowest score of 3.12. For the ease of use variable (X_2) the highest score was 4.33 and the lowest score was 4.02. Whereas for the purchasing decision variable (Y) the highest score was 4.33 and the lowest score was 3.46.

Data Quality

Test Validity and reliability tests were calculated using SPSS version 25. The results of the validity test indicated that the instrument correlation value (r) for each variable was greater than 0.197 (r table), indicating that the instrument for each variable was declared valid. In the reliability test, it is known that all variable instruments have a value *Cronbach's alpha* greater than 0.60 so that the instrument for each variable is declared reliable or has good data accuracy.

Classical Assumption Test

1. Normality Test

Table 1. Results Normality Test

| One-Sample Kolmogorov-Smirnov Test | | | |
|------------------------------------|-------------------|-------------------|----------------------|
| | Brand Image | Ease of Use | Purchasing Decisions |
| N | 100 | 100 | 100 |
| Test Statistic | .089 | .085 | .086 |
| Asymp. Sig. (2-tailed) | .065 ^c | .051 ^c | .072 ^c |

Based on the results of the normality test, it is known that the significance value of the brand image is 0.65, the ease of use is 0.51 and the purchase decision is 0.72, all of which are greater than 0.05, so that It can be concluded that the residual values are normally distributed.

2. Multicollinearity Test

Table 2. Multicollinearity Test Results of Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------------|-----------------------------|-----------|---------------------------|-------|----------|-------------------------|-------|
| | B | Std.Error | Beta | | | Tolerance | VIF |
| (Constant) | 7,571 | 1,782 | | 4,248 | .000 | | |
| Brand Image | .172 | .071 | .231 | 2,421 | .017,000 | .200 | 4,992 |
| Ease of Use | .606 | .083 | .695 | 7,278 | | .200 | 4,992 |

a. Dependent Variable: Purchase Decision

It is known that the *variance influence factor* {VIF} value for the variable brand image and ease of use is 4.992 <10.00, respectively. Meanwhile, the tolerance value for the brand image and ease of use variables were 0.200 > 0.10, respectively. Then referring to the basis of decision making in the multicollinearity test, it can be concluded that there are no multicollinearity symptoms in the regression model.

3. Heteroscedasticity Test

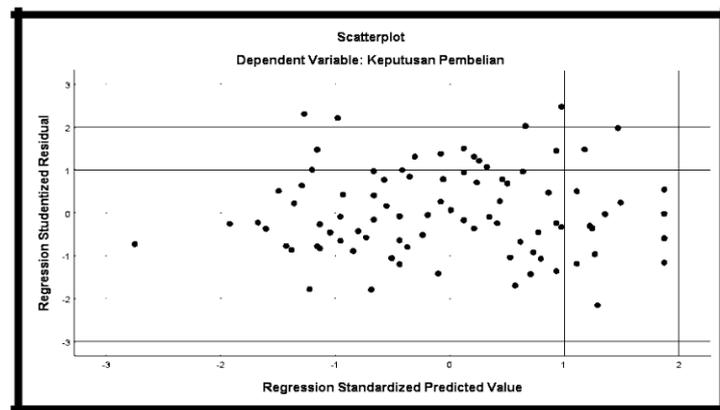


Figure 2. Heteroscedasticity Test Results

In the Scatterplot IV.2 Graph, it can be seen that the dots spread randomly above or below the number 0 on the Y axis. This indicates that there is no heteroscedasticity, the model is declared free from heteroscedasticity problems.

Linear and Multiple Multiple

Regression Analysis linear regression analysis aims to determine the direction of the relationship between the independent variable and the dependent variable whether each independent variable is positively or negatively related and to predict the value of the dependent variable if the value of the independent variable has increased or decreased.

Table 3. Multiple Regression Analysis ResultsCoefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | | | |
| (Constant) | 7,571 | 1,782 | | 4,248 | .000 |
| Brand Image | .172 | .071 | .231 | 2,421 | .017 |
| Ease of Use | .606 | .083 | .695 | 7,278 | .000 |

a. Dependent Variable: Purchase Decision

The regression equation is as follows:

$$Y' = 7.571 + 0.172X_1 + 0.606X_2$$

The regression equation above can be explained as follows: The

1. constant is 7.571; means that if the brand image (X_1) and ease of use (X_2) value is 0, then the purchase decision (Y) the value is 7.571
2. The regression coefficient of the brand image variable (X_1) is 0.172 is positive, meaning that if the variable ease of use (X_2) the value is fixed, so every increase in the value of brand image (X_1) is 1%, it will increase the purchase decision (Y) by 0.172%. Or every decrease in the value of the brand image (X_1) 1%, it will decrease the value of the purchase decision (Y) by 0.172%.
3. The regression coefficient of the ease of use variable (X_2) of 0.606 is positive, meaning that if the brand image variable (X_1) is constant, then every increase in the value of ease of use (X_2) is 1%, it will increase the purchase decision (Y) by 0.606%. Or every decrease in the value of ease of use (X_2) 1%, it will decrease the value of the purchase decision (Y) by 0.606%.

Hypothesis Test Analysis

1. t

test This test is used to determine whether the regression model the independent variables (X_1 , X_2 , X_n) partially have a significant effect on the dependent variable (Y). From the results of the regression analysis the output can be presented as follows:

Table 4. t test results Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | | | |
| (Constant) | 7,571 | 1,782 | | 4,248 | .000 |
| Brand Image | .172 | .071 | .231 | 2,421 | .017 |
| Ease of Use | .606 | .083 | .695 | 7,278 | .000 |

a. Dependent Variable: Purchase Decision

It is known that the test results of the regression coefficient of the brand image variable (X_1) are because the t value > t table ($2,421 > 1,985$) and the significant value < 0.05 or $0.017 < 0.05$) then H_0 is rejected, H_a is accepted. , meaning that partially there is a significant influence between brand image and purchasing decisions. So from this case it can be concluded that partially the brand image has a positive and significant effect on the decision to buy bus tickets online at the Cengkareng Suspension Bridge Agent, West Jakarta.

Then the test results of the regression coefficient of the ease of use variable (X_2) are because the value of t count > t table ($7,278 > 1,985$) and the significant value < 0.05 or $0,000 < 0.05$) then H_0 is rejected, H_a is accepted, which means that Partially there is a significant influence between ease of use and purchasing decisions. So from this case it can be concluded

that partially the ease of use has a positive and significant effect on the decision to purchase bus tickets online at the Cengkareng Suspension Bridge Agent, West Jakarta.

2. F

test Simultaneous test or also known as F test in multiple linear regression analysis aims to determine whether the independent variable (X) together or simultaneously (simultaneously) affects the dependent variable (Y).

From the results of the regression analysis output, it can be seen that the F value is as shown in the following table:

Table 5. F Test Results ANOVA^a

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|------------|----------------|----|-------------|---------|-------------------|
| Regression | 1466,096 | 2 | 733,048 | 225,486 | .000 ^b |
| Residual | 315,344 | 97 | 3,251 | | |
| Total | 1781,440 | 99 | | | |

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Ease of Use, Brand Image

Because the value of F count > F table (225,486 > 3.09) Ho is rejected, Ha is accepted, meaning that there is a significant influence between brand image and ease of use on purchasing decisions. So from this case it can be concluded that simultaneously the brand image and ease of use have a positive and significant effect on the decision to purchase bus tickets online at the Cengkareng Suspension Bridge Agent, West Jakarta.

Test of the Coefficient of Determination

The coefficient of determination is used to explain the proportion of the dependent variable that can be explained by variations in the independent variable.

Table 6. Determination Coefficient Test Results Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .907 ^A | .823 | .819 | 1.803 |

a. Predictors: (Constant), Brand Image

Based on the test results table of the coefficient of determination above, the R Square is 0.823 or equal to 82.30%. This figure implies that the brand image variable (X₁) affects the purchasing decision variable (Y) by 82.30%. While the rest (100% - 82.3% = 17.70%) is influenced by other variables outside this regression equation or variables not examined in this study.

4. CONCLUSIONS

From the discussion of the research results it can be concluded that:

1. There is an effect of brand image on the decision to buy bus tickets online at the Cengkareng Suspension Bridge agent, West Jakarta. This is evidenced by the extract of the research results: The
 - a. value of t count > t table or 2.421 > 1.985 means that Ho is rejected and Ha is accepted, so there is a significant effect of brand image on the decision to buy bus tickets online at the Cengkareng Suspension Bridge agent, West Jakarta.
 - b. Significant value < 0.05 or 0.017 < 0.05 means that Ho is rejected and Ha is accepted, so there is a significant effect of brand image on the decision to purchase bus tickets online at the Cengkareng Suspension Bridge agent, West Jakarta.
2. There is an effect of ease of use on the decision to buy bus tickets online at the Cengkareng Bridge, West Jakarta agent. This is evidenced by the extract of the research results: The

- a. value of t count > t table or $7.278 > 1.985$ means that H_0 is rejected and H_a is accepted, so there is a significant effect of ease of use on the decision to buy bus tickets online at the Cengkareng Suspension Bridge agent, West Jakarta.
 - b. Significant value < 0.05 or $0.000 < 0.05$ means that H_0 is rejected and H_a is accepted, so there is a very significant effect of ease of use on the decision to purchase bus tickets online at the Cengkareng Suspension Bridge agent, West Jakarta.
3. There is an influence of brand image and ease of use together on the decision to buy bus tickets online at the Cengkareng Bridge, West Jakarta agent. This is evidenced by the essence of the research results: The
- a. value of F count > F table or $225.486 > 3.09$ means that H_0 is rejected and H_a is accepted, so there is an effect of brand image and ease of use together which is very significant to the decision to buy bus tickets online at the Bridge agent. Hanging Cengkareng, West Jakarta.
 - b. Significant value < 0.05 or $0.000 < 0.05$ means that H_0 is rejected and H_a is accepted, so there is an effect of brand image and ease of use together which is very significant towards the decision to buy bus tickets online at the Cengkareng Bridge, West Jakarta Suspension agent.
 - c. The simultaneous correlation value (R) is 0.907, which means that the relationship between brand image and ease of use together with the decision to purchase bus tickets online at the Cengkareng Suspension Bridge agent, West Jakarta, is categorized as very close.
 - d. The coefficient of determination is 0.823, which means 82.30% of the contribution of brand image and ease of use together to the decision to buy bus tickets online at the Cengkareng Suspension Bridge agent, West Jakarta, while the remaining 17.70% is influenced by other factors not examined in this research.

Based on the above conclusions, several suggestions can be given, including the following:

1. Management is expected to be able to focus on developing ease of ordering and the process of buying bus tickets. Technological advances such as the use of online media can be a consideration for companies to continue to improve their services, such as maximizing the use of social media, creating ticket booking websites, as well as ease of payment by media transfers via mobile banking or internet banking.
2. Management is also expected to be able to see market interest and understand consumer needs in purchasing bus tickets online by taking steps to improve service and transaction systems to be more effective and efficient, easy to understand and more professional.

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