I.J. Lasut., M. Mangantar., R.T. Saerang

THE EFFECT OF ONLINE TRUST, PRICE, PROMOTION, AND BRAND IMAGE ON PURCHASING DECISIONS FOR AIRPLANE ONLINE TICKETS IN MANADO CITY

PENGARUH KEPERCAYAAN ONLINE, HARGA, PROMOSI, DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN TIKET PESAWAT ONLINE DI KOTA MANADO

By:
Imanuel Joshua Lasut[1]
Maryam Mangantar[2]
Regina T. Saerang[3]

[123]International Business Administration, Management Department
Faculty of Economic and Business
Sam Ratulangi University Manado

E-mail:
[1]Imanuellasut062@student.unsrat.ac.id
[2]mmangantar@unsrat.ac.id
[3]regina.saerang@unsrat.ac.id

Abstract: In the context of the growing digital economy and increasing use of e-commerce, particularly among millennials, it becomes essential to understand the key determinants that influence online consumer behavior in the airline industry. This research aims to analyze the influence of online trust, price, promotion, and brand image on purchasing decisions for airplane tickets through online platforms. The study employs a quantitative approach with data collected from 100 respondents who have purchased airline tickets online. Multiple linear regression analysis was used to test the hypotheses. The findings reveal that online trust, price, promotion, and brand image all have a significant and positive effect on purchasing decisions, both partially and simultaneously. Among these, online trust plays a critical role, especially considering consumers' sensitivity to data security and reliability in digital transactions. Price competitiveness and promotional offers were also found to be key drivers, particularly for price-sensitive consumers. Additionally, brand image significantly influences purchasing intentions, as consumers tend to associate strong brand reputations with service quality and reliability.

Keywords: Online Trust, Price, Promotion, Brand Image, Purchasing Decision, Airline Tickets, Millennials, E-commerce

Abstrak: Dalam konteks pertumbuhan ekonomi digital dan meningkatnya penggunaan e-commerce, terutama di kalangan milenial, pemahaman tentang faktor-faktor penentu utama yang memengaruhi perilaku konsumen daring di industri penerbangan menjadi penting. Penelitian ini bertujuan untuk menganalisis pengaruh kepercayaan daring, harga, promosi, dan citra merek terhadap keputusan pembelian tiket pesawat melalui platform daring. Penelitian ini menggunakan pendekatan kuantitatif dengan data yang dikumpulkan dari 100 responden yang telah membeli tiket pesawat secara daring. Analisis regresi linier berganda digunakan untuk menguji hipotesis. Temuan penelitian menunjukkan bahwa kepercayaan daring, harga, promosi, dan citra merek semuanya memiliki pengaruh yang signifikan dan positif terhadap keputusan pembelian, baik secara parsial maupun simultan. Di antara faktor-faktor tersebut, kepercayaan daring memainkan peran penting, terutama mengingat sensitivitas konsumen terhadap keamanan dan keandalan data dalam transaksi digital. Daya saing harga dan penawaran promosi juga ditemukan sebagai pendorong utama, terutama bagi konsumen yang sensitif terhadap harga. Selain itu, citra merek secara signifikan memengaruhi niat pembelian, karena konsumen cenderung mengaitkan reputasi merek yang kuat dengan kualitas dan keandalan layanan.

Kata Kunci: Kepercayaan Daring, Harga, Promosi, Citra Merek, Keputusan Pembelian, Tiket Pesawat, Milenial, E-commerce

INTRODUCTION

Research Background

Staycation refers to spending vacation time at home or within a nearby area. In this concept, individuals remain in their own homes or close surroundings while enjoying a variety of local activities. This type of vacation offers several benefits, including greater flexibility and convenience, which explains its rising popularity since the COVID-19 pandemic and continuing to the present. The concept is particularly appealing to young people as it allows them to enjoy holiday experiences without traveling far. On the other hand, air travel for holidays also remains

an attractive option because it provides access to a wide range of local and international destinations, making it an exciting way to start a trip.

Alongside this trend, the growing dominance of e-commerce has transformed how consumers make purchases, including in the airline industry. More travelers are now turning to online platforms to book their flights. This shift creates an urgent need for airlines to understand the key factors that shape consumers' decisions when purchasing airplane tickets online. Buying tickets online is considered faster and more convenient than offline purchases. Many airlines now provide ticket booking services through their websites and mobile apps, enabling customers to compare prices, review flight schedules, select preferred flights, and pay using multiple payment options. This results in a more practical and efficient ticket-purchasing process.

Several key elements influence consumers' decisions when buying airline tickets online, such as online trust, price, promotions, and brand image. Online trust represents a consumer's confidence in the security and reliability of the booking platform. Price plays a crucial role because customers often compare fares across multiple airlines and platforms to secure the best deal. Promotions and discounts can further sway purchasing behavior, especially among price-sensitive consumers. Meanwhile, brand image influences how consumers perceive an airline, which in turn shapes their willingness to complete an online purchase.

Millennials are a generation of consumers who have grown up with digital technology and have a strong preference for online purchasing. As a result, they have become an important demographic for the airline industry to consider when developing strategies for selling airplane tickets online. In terms of the factors that influence millennials' purchasing decisions for airplane tickets online, online trust is a significant factor. Millennials are more likely to purchase tickets from online booking platforms that they trust and that have a good reputation for security and reliability. This is because they have grown up in a digital age where online security is of utmost importance.

Price is also a critical factor for millennials when purchasing airplane tickets online. They are likely to compare prices across different airlines and booking platforms and are more price-sensitive than other generations. This means that airlines need to offer competitive pricing to attract millennial customers. Promotions and discounts are also important for millennials when making purchasing decisions. This generation is known to be bargain hunters and is always on the lookout for deals and special offers. Therefore, offering promotions and discounts can attract millennial customers to an airline's online booking platform. Finally, brand image is also important for millennials when making purchasing decisions for airplane tickets online. They are more likely to purchase tickets from airlines that align with their values and have a positive brand image. This means that airlines need to focus on building a strong brand image that resonates with millennial consumers.

Understanding the relationship between these factors and consumers' purchasing decisions for airplane tickets online is critical for airlines looking to increase their online sales. By building a strong brand image, offering competitive pricing, providing trustworthy online booking platforms, and offering promotions and discounts, airlines can attract and retain customers especially the millenials and increase their online sales.

LITERATURE REVIEW

Marketing

According to Kotler and Keller (2016), marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services. Kotler and Armstrong (2013) define that marketing is a process by which companies create value for customers and build relationships, process by which companies create value for customers and build strong relationships with customers relationships with customers with the aim of capturing value from customers in return.

Online Trust

McKnight, Choudhury, and Kacmar (2002) define online trust as the belief that personal information will be kept confidential and not misused during interactions over the internet. Corritore, Kracher, and Wiedenbeck (2003) who stated that online trust is a person's belief in the ability and intention of people or organizations to perform appropriate and responsible actions in the online environment. Tan and Teo (2000) described online trust as a positive attitude or belief that an online entity can be trusted and relied upon.

Price

According to Kotler and Armstrong (2013), price is the amount of money charged to a product or service, or the value that consumers must pay to gain the benefits of the product. Similarly, according to Untoro (2010), price

refers to the ability of a good or service, expressed in terms of money. Ramli (2013) defines price as the relative value of a product, which is not necessarily an indicator of the resources required to produce the product. Finally, Arifin (2007) describes price as the compensation that consumers must pay to obtain goods or services.

Promotion

Kotler and Armstrong (2013) explain that promotional activities are activities that function to convince customers by showing product or service so as to persuade customers to buy it. Lupiyoadi (2013) explains more about the meaning of promotion that the activities of promotion are things that companies do for communicate product benefits and as a tool for influence consumers in purchasing activities or using services in accordance with need. According to Hermawan (2013) explained in detail about promotion that promotion is one of the priorities of several activities marketing that informs consumers that the company is launching new products that encourage consumers to carry out procurement activities.

Brand Image

Brand image refers to the interpretation of various information accumulated by consumers (Simamora, 2002). Every product sold in the market has its own image in the eyes consumers deliberately created by marketers to differentiate it from competitors (Kotler and Keller, 2016). Brand image can be considered as the type of association that comes to mind when consumers remember a certain brand.

Purchase Decision

According to Kotler and Keller (2016:198), Purchase Decision is the form Willingness to choose and purchase the most preferred brand from among various brands various brands. According to Keshari and Kumar (2011), a purchase decision is the activity of the directly involved individual when deciding to purchase a product provided by the seller.

Previous Research

Rizkiyanti et al. (2020) determined the effect of brand image, price, and quality of service on purchasing decisions partially or simultaneously on Memos Travel purchasing decisions. The method of analysis used is descriptive and verification techniques. Based on the research findings, it can be inferred that there is an effect on purchase decisions at Memos Travel between brand image, price, and service quality either partially or concurrently.

Hidayat and Pudjoprastyono (2023) analyzed whether promotion, brand image, and service quality influence the decision to purchase Garuda Indonesia airline tickets. The population used in this study is all consumers who have flown using the Garuda Indonesia airline. The sampling technique used in this study was a purposive sampling technique. A total of 80 respondents were taken as samples of this study. The results of this study indicate that promotion, brand image and service quality have a significantly positive effect on purchasing decisions.

Djuuna et al. (2024) analyzed the influence of website quality, sales promotion, and pricing on purchasing decisions through consumer trust on jagoujian.com. The study sample involves 304 members of jagoujian.com with 75 respondents. The results indicate that website quality has a significant influence on the purchasing decisions of jagoujian.com users, pricing has also shown a positive and significant influence on the purchasing decisions of jagoujian.com users, sales promotions have an influence on the purchasing decisions of jagoujian.com users, consumer trust has a significant influence on the purchasing decisions of jagoujian.com users, website quality has shown a significant influence on purchasing decisions through consumer trust, pricing has a significant effect on purchasing decisions through consumer trust, and sales promotions have an influence but not significantly on purchasing decisions through consumer trust.

Research Hypothesis
H1. There is partial effect of online trust on purchasing decision for airplane online tickets.
H2. There is partial effect of price on purchasing decision for airplane online tickets.
H3. There is partial effect of promotion on purchasing decision for airplane online tickets.
H4. There is partial effect of brand image on purchasing decision for airplane online tickets.
H5. There are simultaneous effect of online trust, price, promotion, and brand image on purchasing decision for airplane online tickets

Conceptual Framework
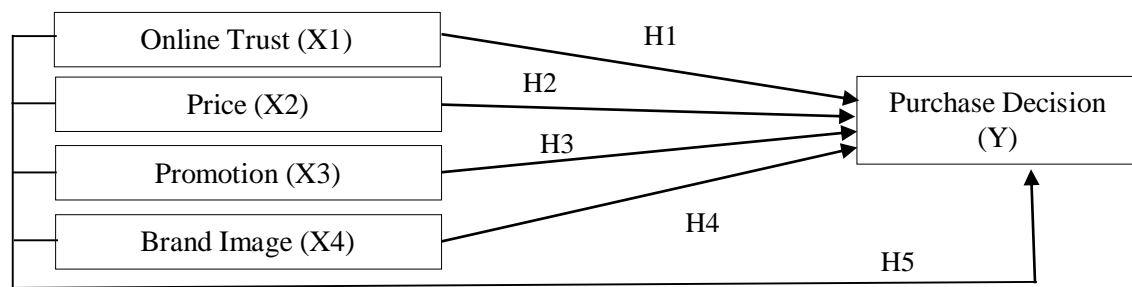
Figure 1. Conceptual Framework
Source: Literature Review

RESEARCH METHOD

Research Approach

This study adopts a causal research design using a quantitative approach with multiple linear regression analysis as its main tool. Aliaga and Gunderson (2000) describe quantitative research as the investigation of social phenomena through the collection of numerical data analyzed using mathematics-based methods, particularly statistics.

Population, Sample Size and Sampling Technique

This research is conducted by distributing questionnaires to 100 respondents which proves that sample size used in this research is more than the minimum or required respondents. The sample size is 100 customers that society in Manado.

Type of Data and Data Sources

Sekaran and Bougie (2013) state that primary data types focus on information gathered from primary (direct) sources through surveys, interviews, or observations. In this study, primary data are collected through questionnaires that provide precise information about variables observed by researchers.

Data Collection Method

According to Sugiyono (2015), data collection techniques are the most strategic step in research, as the main purpose of research is to obtain data. The data collection technique used in this study is a questionnaire with response levels as respondents. Choices when answering questions. A questionnaire by Sekaran (2006) is a pre-written list of questions that respondents typically answer using well-defined choices.

Operational Definition and Indicators of Research Variable
Table 1. Operational Definition and Indicators of Research Variable

Variable	Definition	Indicator
Online Trust (X1)	Online trust as the belief that personal information will be kept confidential and not misused during interactions over the internet	1. The site has a good reputation 2. The site provides security in transactions 3. Confidence that the site will help in the event of a violation or fraud
Price (X2)	Price is the amount of money charged to a product or service, or the value that consumers must pay to gain the benefits of the product	1. Affordability 2. Conformity of price with product quality 3. Price compatibility with benefits 4. Price according to ability or price competitiveness
Promotion (X3)	Promotion is the activities of promotion are things that companies do for communicate product benefits and as a tool for influence	1. Promotional Messages 2. Media Promotion 3. Promotion Time

	consumers in purchasing activities or using services in accordance with need	
Brand Image (X4)	Brand image refers to the interpretation of various information accumulated by consumers	1. The advantages of brand association 2. The strength of brand association 3. The uniqueness of the brand association
Purchase Decision (Y)	A purchase decision is the activity of the directly involved individual when deciding to purchase a product provided by the seller	1. Problem Recognition 2. Information Search 3. Alternative Evaluation 4. Purchase Decision 5. Post Purchase Behavior

Validity and Reliability Tests

This research will be used to determine whether the level of validity of this current study is reasonable. This test can be done by comparing correlation indices. Validity testing is necessary for studies to test the validity of collected data. According to Sekaran (2003), theory- and expert-based effectiveness tests describe how a questionnaire (question or item) actually measures what it is to be measured. From several existing analytical tools for testing validity, the researchers decided to use the Pearson correlation product moment to test the validity of the obtained data.

A reliability test was conducted to prevent recurrence. According to Sekaran (2003), reliability of measurement is achieved when it consistently and unbiasedly measures the concept it was designed to measure.

Test of Classical Assumption
Multicollinearity Test

The regression model should not have a correlation between the independent (independent) variables (Ghozali, 2013). Detecting the absence of multicollinearity is by: VIF value less than 10 and Tolerance value close to 1.

Heteroscedasticity Test

Based on Ghozali (2013), the heteroscedasticity test was carried out to test whether in the regression model there is an inequality of residual variance from observation to other observations.

Normality test

Normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution, if this assumption is violated then the statistical test becomes invalid for a small number of samples (Ghozali, 2013).

Multiple Regression Analysis Model

According to Cooper and Schindler (2001) state that multiple regression analysis is a technique for estimating observations greater than X or predicting the corresponding Y values. Multiple regression is a descriptive tool used to (1) control for dependent variables, (2) control for confounding variables to better assess the contribution of other variables, or (3) test and explain random theories. The multiple linear regression analysis model used to test the hypothesis is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Y   = Purchase Decision
a   = Constant
b1   = Coefficient of X1
b2   = Coefficient of X2
b3   = Coefficient of X3
b4   = Coefficient of X4
X1   = Online Trust
X2   = Price
X3   = Promotion
X4   = Brand Image

Hypothesis Test
F-Test and T-Test

     The F-test is used to determine the total effect of independent variables on the dependent variable. The F-test is a statistical test that tests the statistical F distribution if the null hypothesis is true. This test is performed by comparing Fvalue and Ftable. The significance level is 5% (a = 0.05).

     A t-test is used to independently determine the effect of each independent variable on the dependent variable, considering the other variables remaining constant. A t-test is any statistical hypothesis test in which the test statistic has a t-distribution when the null hypothesis is true. This test is performed by comparing Tvalue and Ttable. If Tvalue is greater than Ttable, it means accept the value performed by the Ttest expression as H2 or H3 or H4.

RESULT AND DISCUSSION

Result
Validity and Reliability Tests
Table 2. Validity Test Result

Variable	Indicator	R count	R table	Sig. Value	Result
Online Trust	Statement 1	0.866	0.196	0.000	Valid
	Statement 2	0.861	0.196	0.000	Valid
	Statement 3	0.838	0.196	0.000	Valid
Price	Statement 4	0.673	0.196	0.000	Valid
	Statement 5	0.689	0.196	0.000	Valid
	Statement 6	0.800	0.196	0.000	Valid
	Statement 7	0.606	0.196	0.000	Valid
Promotion	Statement 8	0.839	0.196	0.000	Valid
	Statement 9	0.747	0.196	0.000	Valid
	Statement 10	0.866	0.196	0.000	Valid
	Statement 11	0.761	0.196	0.000	Valid
Brand Image	Statement 12	0.836	0.196	0.000	Valid
	Statement 13	0.777	0.196	0.000	Valid
	Statement 14	0.763	0.196	0.000	Valid
	Statement 15	0.713	0.196	0.000	Valid
Purchase Decision	Statement 16	0.763	0.196	0.000	Valid
	Statement 17	0.754	0.1966	0.000	Valid
	Statement 18	0.773	0.1966	0.000	Valid

Source: Data processed (2025)

Online Trust (X1), Price (X2), Promotion (X3), Brand Image (X4), and Purchase Decision (Y) have a Pearson correlation value greater than r. (0.1966). As a result, the entire item statement of the research variable is valid.

Table 3. Reliable Test

| Variable	Cronbach's Alpha	N of Items	Result
Online Trust	0.816	3	Reliable
Price	0.629	4	Reliable
Promotion	0.754	3	Reliable
Brand Image	0.702	3	Reliable
Purchase Decision	0.809	5	Reliable

Source: Data processed (2025)

Cronbach's Alpha analysis showed that all constructs had acceptable to strong internal consistency. Online Trust (α = 0.816) and Purchase Decision (α = 0.809) demonstrated great dependability and consistency across three and five items, respectively. Promotion (α = 0.754) and Brand Image (α = 0.702) both met the reliability criteria with 3 items, demonstrating sufficient measurement stability. Price (α = 0.629) came slightly below the 0.7 criterion for its 4 items, but it nevertheless neared acceptability and was maintained given its proximity to the threshold and theoretical relevance to the study. Overall, these findings support the survey instrument's suitability for examining the

hypothesized correlations between variables.

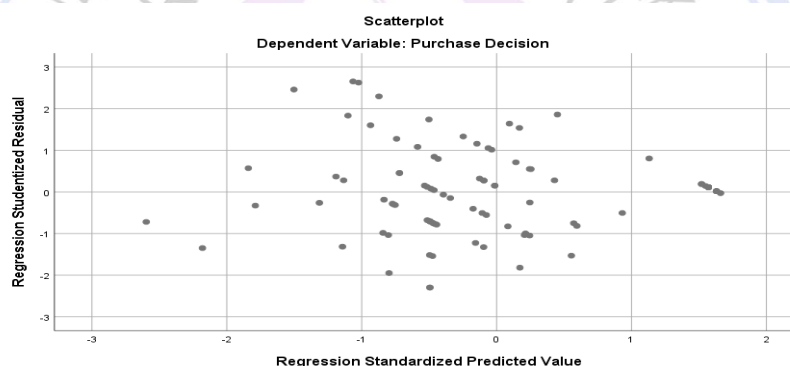**Classical Assumption**
Normality Test
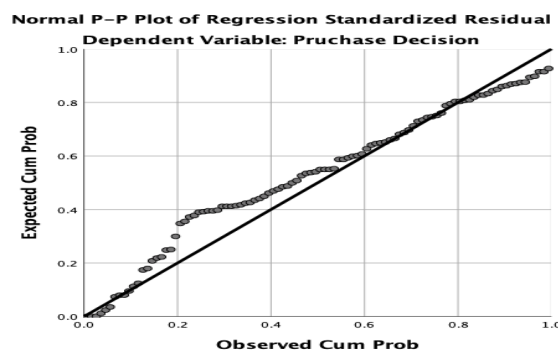
Figure 2. Normality Test
Source: Data processed (2025)

Based on Figure 2, the Normal P-Plot graph shows that the data points are distributed around the diagonal line and follow the direction of the line. Therefore, the regression model used in this study meets the assumption of normality.

Heteroscedasticity Test

Figure 3. Heteroscedasticity Test
Source: Data processed (2025)

Figure 3 shows how the dots are spreading above and below the 0 on the Y axis. This indicates that this regression has no heteroscedasticity.

Multicollinearity Test
Table 4. Multicollinearity Test

	Coefficients[a]	
	Collinearity Statistics	
Model	**Tolerance**	**VIF**
1 (Constant)		
Online Trust	.386	2.592
Price	.403	2.480
Promotion	.372	2.689
Brand Image	.447	2.236

a. Dependent Variable: Purchase Decision
Source: Data processed (2025)

1. The Online Trust variable has a tolerance level of 0.386 and a VIF value is 2.592. This shows that

multicollinearity does not exist because the tolerance value of the Online Trust variable is > 0.100 and the VIF value is < 10.00.

2. The tolerance level of the Price variable is 0.403, while the VIF value is 2.480. This indicates that the Price's tolerance value show no multicollinearity because the variable is > 0.100 and the VIF value is < 10.00.
3. The tolerance level for the Promotion variable is 0.372, and its VIF value is 2.689. Given that the tolerance value of the Promotion variable is > 0.100 and the VIF value is < 10.00, this shows there's no multicollinearity.
4. The Brand Image variable's tolerance level is 0.447, while the VIF value is 2.236. This shows that there is no multicollinearity in the Brand Image tolerance value since the variable is > 0.100 and the VIF value is < 10.00.

Multiple Linear Regression Analysis
Table 5. Multiple Linear Regression Analysis

	Coefficients[a]					
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.994	1.151		4.338	.000
	Online Trust	.651	.127	.458	5.113	.000
	Price	-.058	.078	-.066	-.751	.454
	Promotion	.096	.132	.067	.731	.466
	Brand Image	.655	.121	.451	5.424	.000

a. Dependent Variable: Purchase Decision
Source: Data processed (2025)

$$Y = 4.994 + 0.651\ X1 + -0.058\ X2 + 0.096\ X3 + 0.655\ X4 + \varepsilon$$

The following interpretation can be made from the multiple linear regression equation above:
1. The constant of 4.994, this shows that if the variable X1, X2, X3, and X4 have a value of 0, then the value of Y remains at 4.994.
2. The Online Trust (X1) variables regression coefficient value is 0.651 This value indicate influence between the variables X1 and Y. Thereby, if X1 increases by one unit while the other variables remain constant, Y is predicted to increase by 0.651.
3. The regression coefficient value of the Price variable (X2) is -0.058. This value indicates an influence between variables X2 and Y. Thereby, if X2 decreases by one unit while other variables remain constant, Y is predicted to decrease by -0.058.
4. The Promotion (X3) variables regression coefficient value is 0.096. This value indicate influence between the variables X3 and Y. Thereby, if X3 increases by one unit while the other variables remain constant, Y is predicted to increase by 0.096.
5. The Brand Image (X4) variables regression coefficient value is 0.655. This value indicate influence between the variables X4 and Y. Thereby, if X4 increases by one unit while the other variables remain constant, Y is predicted to increase by 0.655.

Testing the Goodness of Fit: Coefficient of Multiple Correlations (R), Coefficient of Determination (R²)
Table 6. Table R and R²

		Model Summary		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841[a]	.707	.694	1.267

a. Predictors: (Constant), Brand Image, Price, Online Trust, Promotion
Source: Data processed (2025)

The coefficient of determination (R^2) quantifies a model's capacity to explain variance in the dependent variable. The coefficient of determination's value ranges from 0 to 1. According to table 4.10, the independent variables Online Trust, Price, Promotion, Brand Image can affect Purchase Decision by up to 70.7%, according to the value of R^2, while other factors, which were not considered in this study, account for the remaining 29,3%.

Hypothesis Testing
T-Test
      Table 5 shows:
1. Online Trust value of t-count (5.113) > t-table (1.985) and Sig (0.000) < 0.05, it is concluded that Online Trust has a positive and significantly influence Purchase Decision. H1 is accepted and H0 is rejected.
2. Price value of t-count (-0.751) < t-table (1.985) and Sig (0.454) > 0.05, it is concluded that Price has a negatif and does not significant influence on Purchase Decision. H2 is rejected and H0 is accepted.
3. Promotion value of t-count (-0.731) < t-table (1.985) and Sig (0.466) > 0.05, it is concluded that Promotion has a positive but does not significant influence on Purchase Decision. H3 is rejected and H0 is accepted.
4. Brand Image value of t-count (5.424) > t-table (1.985) and Sig (0.000) < 0.05, it is concluded that Brand Image has a positive and significant influence on Purchase Decision. H4 is accepted and H0 is rejected.

F-Test
Table 7. F-Test

<table>
<thead>
<tr><th colspan="7">ANOVA[a]</th></tr>
<tr><th colspan="2">Model</th><th>Sum of Squares</th><th>df</th><th>Mean Square</th><th>F</th><th>Sig.</th></tr>
</thead>
<tbody>
<tr><td>1</td><td>Regression</td><td>366.995</td><td>4</td><td>91.749</td><td>57.176</td><td>.000[b]</td></tr>
<tr><td></td><td>Residual</td><td>152.445</td><td>95</td><td>1.605</td><td></td><td></td></tr>
<tr><td></td><td>Total</td><td>519.440</td><td>99</td><td></td><td></td><td></td></tr>
</tbody>
</table>

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Brand Image, Price, Online Trust, Promotion
Source: Data processed (2025)

To find Ftable using K(independent variable)-1 and (n-k-1) is K(4)-1 and (100-4-1). According to the results above, the significant value is 0.000, and the F value is 57.176. Since Fcount 57.176 > Ftable 2.700 (Fcount is greater than Ftable) and the significance value for the effect of X1, X2, X3 and X4 simultaneously on Y is 0.000 < 0.05 (the significance value is less than 0.05), It can be concluded that H5 is accepted, implying that Online Trust, Price, Promotion, and Brand Image all have a significant influence on online airplane ticket purchase decisions.

Discussion
The Influence of Variable Online Trust towards Purchase Decision
      Online trust plays a crucial role in shaping consumers' decisions when purchasing airplane tickets through digital platforms. In today's digital age, especially with the rise of e-commerce and mobile booking apps, consumers are highly aware of the risks associated with online transactions such as fraud, data breaches, or service failures. This awareness makes trust one of the most essential elements that can either encourage or deter online purchases. From the research findings, it is evident that online trust has a significant and positive effect on purchase decisions. This confirms that when consumers perceive a booking platform as trustworthy—believing it has a good reputation, secure transactions, and responsive customer service in the event of problems—they are far more likely to proceed with a purchase. Customers need to have faith that the platform will provide the promised service (such accurate flight tickets and customer assistance) and that their payment and personal information is safe. Even great discounts or competitive rates might not be sufficient to persuade a customer to make a reservation without this feeling of trust. For millennial consumers, who make up a large portion of online travelers and are generally more tech-savvy, trust is not just expected but demanded. Online trust acts as a foundational factor in the decision-making process. It reduces perceived risks and builds consumer confidence, making it more likely for users to convert browsing into actual purchases. The results of this study confirm that online trust has a significant influence on purchasing decisions for airplane tickets online. This finding is consistent with previous research. For example, Syahrini (2020) found that online trust positively affects the purchase intention for Traveloka users, emphasizing that consumer confidence in transaction security and privacy encourages online purchases; Pramudya, Sudiro, dan Sunaryo (2018) found that customer trust significantly mediates the relationship between brand image and purchase intention, highlighting that trust is vital in converting customer perceptions into actual online ticket purchases; and Wijoseno and Hartonto (2025) found that trust mediates the impact of website quality and company reputation on repurchase intention for airline tickets, reinforcing that online trust remains a key determinant in digital transactions involving high-risk purchases like airline tickets.

The Influence of Variable Price towards Purchase Decision

Price is often considered one of the most important factors in consumer purchasing decisions. In many industries, consumers are highly sensitive to changes in price and tend to compare alternatives to find the best value. However, the findings of this study reveal a different reality in the context of purchasing airplane tickets online. The research results indicate that price has a negative and statistically insignificant influence on purchase decisions. These findings suggest that, although consumers may still consider price, it is not a dominant factor influencing their final decision when booking airline tickets online. This result can be explained in a number of ways. First, the majority of airline platforms offer comparable costs therefore not be substantial enough to affect their choice. Second, travelers may place greater importance on other aspects like convenience, trust, and brand image than little price variations, particularly younger, more tech-savvy shoppers. Additionally, customers frequently take into account the entire experience when making travel arrangements, including reliability, return policies, customer service, and ease of paying. The findings show that price has a significant effect on purchasing decisions for airplane tickets online, which aligns with several previous studies such as Rizkiyanti et al. (2020) found that price, along with brand image and service quality, influences customers' purchase decisions for Memos Travel, indicating that affordable and competitive pricing attracts more buyers; Firdausy and Idawati (2017) demonstrated that airline ticket prices have a positive and significant effect on purchase decisions for Traveloka customers in Jakarta, suggesting that competitive pricing is essential for customer retention; and Djuuna et al. (2024) showed that fair and appropriate pricing strongly affects consumer trust and purchase decisions in online platforms, supporting the idea that transparent and reasonable pricing increases the likelihood of online purchases.

The Influence of Variable Promotion towards Purchase Decision

Promotion is a popular marketing tactic used to draw in customers and increase sales. Discounts, time-limited deals, email marketing, and social media ads are examples of promotions when it comes to online airline ticket purchasing. The goal of these initiatives is to generate urgency and influence prospective buyers to finish a purchase. However, the results of this study show that promotion has a positive but not significant influence on purchase decisions. This means that, although promotional activities may increase consumer interest, they do not significantly affect the actual decision to purchase airplane tickets online. One reason could be because customers see promotions as fleeting or shallow; while they may draw attention, they don't always foster long-term platform confidence or trust. Customers are more likely to be swayed by elements like company image and online trust than by temporary promotions, particularly in the aviation sector where purchases entail sensitive information and higher financial commitments. In addition, many consumers today, particularly millennials, are aware that promotions are often recurring and can be found on multiple platforms. This reduces the urgency and effectiveness of promotional messages. If the platform is not trustworthy or the brand is unfamiliar, even the best discount may not lead to a purchase. In conclusion, promotion alone is not a strong driver of online purchase decisions for airline tickets. It can enhance visibility and interest, but it must be supported by deeper value such as platform reliability, brand reputation, and a positive user experience. Companies should use promotions as supporting tools, not as the main strategy to influence buying behavior. This research results is not in line with Cahyarani, Krisdianto, and Zunaida (2023) that promotion, price, and brand awareness have a significant partial and simultaneous effect on online purchase decisions for Kaf's Dorayaki products; Hidayat and Pudjoprastyono (2023) that promotions, together with brand image and service quality, have a significant influence on purchasing decisions for Garuda Indonesia airline tickets; and Uripto and Lestari (2023) that promotion directly and positively affects consumer trust and purchase decisions, highlighting the importance of well-targeted promotional strategies in online purchasing contexts.

The Influence of Variable Brand Image towards Purchase Decision

Brand image plays a vital role in shaping consumer perceptions and decisions, especially in highly competitive online markets like airline ticketing. A strong brand image gives consumers a sense of security, familiarity, and emotional connection, which can greatly influence whether they proceed with a purchase or not. Based on the results of this study, brand image has a positive and significant influence on purchase decisions. This confirms that consumers are more likely to purchase airline tickets online from brands they recognize, trust, and associate with positive experiences. A positive brand image often reflects a company's consistency, service quality, trustworthiness, and alignment with customer values. When consumers encounter a platform that has a strong, reputable image built through good design, clear communication, responsive customer service, and previous positive experiences they are more likely to choose it over unknown or less reputable alternatives, even if the price or promotions are not the best available. This is particularly true for millennial and tech-savvy consumers, who often make decisions based on how a brand aligns with their lifestyle, values, and expectations. In conclusion, brand image

is a strong driver of online purchase decisions. Consumers are more likely to make purchases from platforms they know and trust. This study finds that brand image has a significant effect on purchasing decisions for airplane tickets online, which supports several previous findings such as Pramudya, Sudiro, and Sunaryo (2018) that brand image significantly affects customer trust, which in turn influences purchase intention for online airline tickets; Jannah et al. (2024) that a strong brand image enhances consumer trust and directly impacts purchase intention for NAM Air airline tickets; and Putri et al. (2024) that brand image, alongside price perception and promotion, significantly influences online purchase decisions for airline tickets on Tiket.com, emphasizing the importance of a positive brand perception in the digital travel industry.

The Influence of Variables Online Trust, Price, Promotion, Brand Image towards Purchase Decisions

The purchase decision process, especially in an online environment like airline ticket booking, is influenced by a combination of psychological and practical factors. This study examined four key variables Online Trust, Price, Promotion, and Brand Image and how they impact consumers' decisions to purchase airplane tickets online. The results of the simultaneous (F-test) analysis showed that these four variables together have a significant effect on purchase decisions.

CONCLUSION AND RECOMMENDATION

Conclusion
1. Online Trust has a positive and significant influence on purchase decisions. This shows that consumers are more confident in making online purchases when they trust the platform, especially regarding transaction security and data protection. In an era of digital transactions, trust becomes a key factor in reducing perceived risk.
2. Brand Image also has a significant and positive impact on purchase decisions. A strong and positive brand creates emotional assurance and familiarity, which encourages consumers to choose one platform over another. This confirms that reputation, consistency, and consumer perception play a major role in online consumer behavior.
3. Price and Promotion did not show a significant influence on purchase decisions. Although price is often considered a central factor in marketing, in this study, consumers appeared to value trust and brand reliability more than slight differences in price. Similarly, while promotional strategies may attract attention, they are not enough to drive final purchasing decisions unless supported by a trustworthy and reputable brand.
4. F-test showed that all four variables together have a significant influence on purchase decisions. This implies that even though not all variables are impactful on their own, their combination still shapes the overall consumer decision-making process.

Recommendation
1. Companies should continuously invest in building a secure and reliable online platform. This includes implementing robust cybersecurity measures, displaying trust indicators (such as secure payment logos, verified reviews, or refund guarantees), and ensuring clear, responsive customer service. Building trust will not only influence purchase decisions but also foster long-term customer loyalty.
2. Companies are encouraged to actively manage their branding through quality service, user-friendly websites or apps, professional communication, and positive customer experiences. Regular engagement on social media and clear branding strategies can help improve customer perception and competitiveness.
3. Companies should ensure that pricing is fair and transparent, and that promotions are relevant and targeted to the right audience. Promotions should be used to enhance customer value without sacrificing brand credibility or service quality.
4. Companies should focus on creating a balanced marketing strategy. Integrating digital trust elements, competitive pricing, well-timed promotions, and strong branding can create a cohesive customer experience that increases conversion rates.
5. Future researchers are encouraged to expand this study by including other relevant variables such as customer satisfaction, user experience (UX), service quality, or online reviews. Additionally, conducting research in different regions or industries could provide broader insights and allow for generalization across various market segments.

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