ANALYSIS OF THE FACTORS INFLUENCING ON PURCHASE DECISION SHIP TICKET PT PELNI (PERSERO) SURABAYA BRANCH

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Abstract

The purpose of this study was to examine the factors that influence the decision to purchase PT Pelni (Persero) Surabaya ship tickets. This research uses a quantitative approach. The analysis technique used is factor analysis technique for variable data collection with exploratory method conducted on passengers of PT Pelni (Persero) Surabaya branch by distributing questionnaires to 50 respondents. This study uses the SPSS 26 for Windows program which is used to analyse the factors that influence purchasing decisions for purchasing PT Pelni (Persero) Surabaya ship tickets. The results of this study concluded that, the factors that influence consumer decisions to buy PT Pelni (Persero) ship tickets include 6 factors, namely: Facility factors, ease of ticket acquisition factors, departure location factors, service quality factors, ticket price factors and schedule accuracy factors. Of the 6 factors, the most dominant factor or the main factor influencing passenger purchasing decisions is the Facility factor which in this factor also represents 15 other variables.

Keywords: purchase decision; Marketing mix strategy; Internal factors; Environmental factors

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Introduction

Aggressive business expansion strategies can lead to consequences, such as increased competition in the transportation sector. Companies must continuously improve themselves and meet market demands, with strong marketing standards enabling profitable practices (Setiyono & Sutrimah, 2016). As transportation becomes a human need, intense competition arises in the transportation equipment market (Karim et al., 2023).

The complex economic sector necessitates companies to offer safe, comfortable transportation for communities. Rapid development in transportation businesses, coupled with technological advancements, necessitates support facilities like ship transportation for efficient and quick

activities. One of these transportations is ship transportation (Araufi, 2019).

PT PELNI, a state-owned Indonesian sea transportation company, has been providing reliable and professional services since 1952. Founded under the Minister of Transportation's decree, it focuses on improving digitalization-based business processes for user-friendly services and sustainable business. Its Surabaya Branch offers national shipping services and government-set tariffs. Since 2022 until March in 2023 PT PELNI (Persero) Surabaya branch continues to experience fluctuations in sales and revenue and even tends to decline, in mid-2022 the realization of the sales target reached 88%, while in March 2023 the realization of the sales target was less than 50%. The unachieved ticket sales target means that business performance is not good and consumer purchasing decisions tend to decline, which has an impact on the decline in ship ticket sales. This is what requires PT PELNI (Persero) Surabaya branch to have the right business strategy by knowing what factors influence consumer behavior in buying, which is the main thing that can help increase sales (Anggreny, 2021).

Purchasing decision is a problem-solving process that involves recognizing needs, searching for information, evaluating alternatives, making decisions, and observing behavior after purchase (PuteriAndira, 2021). The purchasing decision process is a basic psychological process that has played an important role in understanding how consumers can make the desired purchase decisions (Maroah & Ulfa, 2021). This psychological process is crucial in understanding consumer behavior. Different types of purchasing decisions depend on the item type, price, and regular purchase frequency (Dewa et al., 2023).

PT. PELNI Surabaya branch must innovate to increase passenger interest in its services, contributing to the State's income. Consumer interest is influenced by factors like the marketing mix, product, price, place, and promotion (Nugraha, 2019), as well as external stimuli like economics, technology, politics, and culture (Nugraha, 2019). Psychological factors, social and environmental factors, and the marketing mix can also drive interest.
The study identifies 15 factors that consumers consider when making purchasing decisions for PT Pelni (Persero) Surabaya branch tickets. These include price, promotion, location, quality, service, facilities, ease of ticket acquisition, schedule accuracy, comfort, safety, job and complaint handling. The researcher aims to further explore these factors to provide more clarity on the decision-making process.

Literature review

Purchase Decision

Purchasing decisions according to Kotler & Keller (2009) are a process of problem recognition, information search, or selection of two or more alternatives to a product. Or in other words, decision making in purchasing, namely several stages carried out by consumers before making a purchase decision on a product.

In another definition, the buying decision-making process before buying a product or service, generally consumers evaluate the product they want to buy. The evaluation and selection used will result in a decision. The purchasing decision-making process includes the process of making purchasing decisions by evaluating alternatives, the stages in the buying decision-making process, the levels in the buying decision-making process and what factors influence the buying decision-making process.

According to Kotler & Keller (2009:28), here are five stages of the purchasing decision process that each individual goes through in making a purchase. The stages of the purchasing decision process can be described in a model below :

Figure 1. 1

Process Stages of Purchase Decision Making
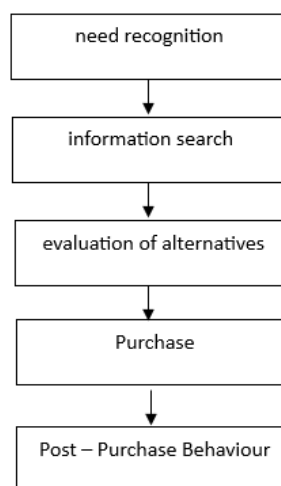
Source : Kotler & Keller (2009)

1. Need recognition is the process by which consumers recognise needs or problems. These needs can be generated by internal and external stimuli. Internal stimuli are someone who decides to buy but before

making a purchase decision, internal stimuli arise, namely references from users. Meanwhile, external stimuli depend on who influences (influencers) whether it is intentional or unintentional.

2. The purchasing decision process also occurs because it is based on the accumulation of references to internal stimuli or who influences those from external stimuli. Information search is an activity to find as much information as possible needed in connection with the desired needs. After consumers are stimulated by their needs, consumers will be increasingly encouraged to seek more information, including to people who are more sensitive to product information.

3. Alternative evaluation is a reflection of beliefs and attitudes that influence purchasing behaviour. Belief is a description of the thoughts that a person holds about a product or brand that can influence him to finally make a purchase decision. Then the second is attitude, which is an evaluation, emotional feelings, and a tendency to act favourably or unfavourably.

4. Decision selection, in a purchase case, consumers can take several sub-decisions, including brand, supplier, quantity, time of execution and payment method. Post-purchase behaviour is that after a purchase is made, consumers will always be alert to information that supports their decisions.

The purchasing decision process can be influenced by the marketing mix such as price, place, product, promotion (Herman, 2019). Apart from being influenced by the marketing mix according to (Nurhasan et al., 2022), "a purchase decision is a decision that involves a choice between two or more alternatives to make a purchase". So, in the process of making purchasing decisions, several alternative choices must be available. Purchasing decisions are the result of a mutually influencing and complex relationship between external factors such as cultural and social, internal factors such as personal, and psychologica".

Marketing Mix Factors

The Marketing Mix is a set of elements used to achieve business objectives such as profit achievement, return of investment, sales turnover, and market dominance (Alama, 1992:163). It involves combining all ordering factors in a company's business activities and changes according to market or external factors. The marketing mix is expressed in the 7Ps: product, price, place, promotion, participants, physical evidence, and process. Marketing strategy is a way to achieve marketing goals, and the mix includes product design, price determination, promotion, place distribution, participants,

physical evidence, and process (Payne, 1993). Product, services and their design and production. Price, determination of service prices. In this study, it is included in. Promotion, partly occurs in the process of services and partly through "personal selling" advertising, "word of mouth". Place, distribution and availability of services including the use of information technology such as telecommunications and financial services. Participants, employees of the service provider (determine the quality of the service) and customers involved in the delivery of the service (influence current and future purchases). Physical evidence, the environment of the service organisation and all physical products and symbols used in the communication and production process. Process: procedures, mechanisms, various activities and interactions for service production and contact with customers.

The product marketing mix used in this study are facility variables, convenience variables, and security variables. The place marketing mix used is the location variable, and the variable ease of ticket acquisition. Meanwhile, the people marketing mix used in this study is the service quality variable, and the complaint handling variable. And the process marketing mix used is the variable accuracy of the departure schedule or arrival schedule.

According to Kotler (1994:112-113), states that the marketing mix is a group of marketing tips that companies use to achieve their marketing goals in target markets. Based on the theory above, the Marketing Mix or Marketing Mix can influence consumer purchasing decisions (Hanasya, 2021).

Internal Factor

Internal factors, including personality and environmental influences, directly influence consumer behavior in making purchases. These factors combine psychological order and environmental factors, allowing individuals to make decisions based on their own wishes without external coercion (Hudani, 2020).

The study highlights the importance of understanding and measuring consumer personality, despite its difficulty for marketers. It highlights internal factors like age, occupation, economic conditions, lifestyle, personality, and self-concept (Suryani, 2008) in influencing purchasing decisions (Bell & Bucklin, 1999), including independence and individual occupation.

Enviroment Factors

Consumers are social beings who are influenced and influence both the social environment and the physical environment, and explains that the factors that influence consumer behaviour consist of environmental factors and individual differences (Sumarwan, 2014). Environmental factors, such as culture, demographic characteristics, social and economic factors, family and household reference groups, consumer situations, and technology, influence

consumer behavior. These factors influence individuals and their interactions within social groups, influencing their purchasing decisions.

Sumarwan (2014:305), explains that a reference group is an individual or group of people who actually influence a person's behaviour. Reference groups can be interpreted as individuals who can influence the behaviour of others (recommending). Significantly can provide standards in the form of values or norms to be used as a person's point of view in behaviour and thinking. Reference groups are used by a person as a reference or basis of comparison in forming behavioural, affective, or cognitive responses. Point of view, the reference group has a function as a reference for individuals in making consumption and purchasing decisions. Reference groups can encourage someone to make purchasing decisions (Sarah & Artanti, 2020).

Research method

This type of research uses a quantitative approach. The analysis technique used is factor analysis technique. Factor analysis is a model used to reduce or summarise data (reduction process). The meaning of data reduction here is more precisely to group variables that are correlated with each other in the same factor. This study used a survey by distributing to 50 respondents, namely passengers on the Surabaya branch of the PELNI ship aged 17-50 years, who were dominated by male respondents, and mostly worked as businessmen / entrepreneurs who often travelled for business purposes, where they decided to buy ship tickets on their own initiative. Purposive sampling was used as a data collection technique in this study. The Likert scale is used to provide weighted assessment scores ranging from score 1 strongly disagree to score 5 strongly agree. Data processing techniques using Factor Analysis were processed with the help of the SPSS 26 for window programme.

Data analysis and result

The data that has been collected is processed using factor analysis along with an explanation of the coefficients in the model. The results of factor analysis can be presented in the following table:

Table 1. 1

Output SPSS KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.519
Bartlett's Test of Sphericity	Approx. Chi-Square	132.342
	df	105
	Sig.	.037

Source : Researcher data processing results

Based on the output generated from the factor analysis technique using SPSS 26, it is known that the KMO MSA value is 0.519> 0.50 and the Bartlett's Test of Sphericity (Sig) value is 0.037 <0.05, so factor analysis in this study can be continued because it meets the requirements.

Table 1. 2

Output Communalities

Communalitie		
	Initial	Extractio
Ticket price	1.000	.742
Ease of acquisition ticket	1.000	.679
Service quality	1.000	.677
Safety	1.000	.662
Attractive promotion	1.000	.730
Facilities	1.000	.691
Ticket purchase location	1.000	.627
Departure location	1.000	.609
Schedule accuracy	1.000	.698
comfort	1.000	.616
Experience	1.000	.613
Recommendation	1.000	.635

Independence to make decisions	1.000	.689
Job	1.000	.778
Complaint Handling	1.000	.591

Source : Researcher data processing results

Based on the output generated from the factor analysis technique using spss 26, it is known that the Communalities Table shows that the Extraction value for all variables is greater than 0.50, so it can be concluded that all variables can be used to explain the factor.

Table 1. 3 Output Variance Explained

	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.504	16.696	16.696	2.504	16.696	16.696	1.948	12.986	12.986
2	1.786	11.907	28.603	1.786	11.907	28.603	1.841	12.274	25.259
3	1.704	11.360	39.964	1.704	11.360	39.964	1.685	11.233	36.492
4	1.436	9.575	49.539	1.436	9.575	49.539	1.610	10.733	47.225
5	1.350	9.000	58.539	1.350	9.000	58.539	1.497	9.980	57.205
6	1.257	8.378	66.917	1.257	8.378	66.917	1.457	9.712	66.917
7	.842	5.611	72.527						
8	.821	5.470	77.997						
9	.732	4.879	82.876						
10	.598	3.985	86.861						
11	.516	3.442	90.303						
12	.486	3.240	93.544						
13	.361	2.406	95.950						
14	.327	2.181	98.130						
15	.280	1.870	100.000						
Extraction Method: Principal Component Analysis.									

Source: Results of research data processing

Based on the results on Total Variance Explained, it can be seen that 15 variables can be reduced to 6 factors. Eigen value has a value greater than 1. The total variance that can be explained by the six factors is 66.917%.

Table 1. 4

Factor Reduction Results

Factor 1 (Facilities)	V1: Facilities, V2: Attractive promotion, V3: Comfort
Factor 2 (Ease of Ticket Acquisition)	V1: Ease of ticket acquisition, V2: Recommendation, V3: Ticket purchase location
Factor 3 (Departure Location)	V1: Departure Location
Factor 4 (Service Quality)	V1: Service quality, V2: Complaint Handling, V3: Safety
Factor 5 (Ticket Price)	V1: Ticket price, V2: Experience, V3: Job
Factor 6 (Schedule Accuracy)	V1: Schedule accuracy, V2: Decision-making independence

Source: Researcher

The results of the Componen Matrix Output and rotated component matrix show the correlation value between each variable and the factors formed. Based on the Component Transformation Matrix table, component 1 correlation value is 0.710> 0.5 and component 2: correlation value is 0.579> 0.5, component 3: correlation value is 0.541> 0.5, component 4 correlation value is 0.887> 0.5, component 5: correlation value is 0.537> 0.5, and component 6: correlation value is 0.505> 0.5 Because all components> 0.5, the six factors formed are said to be appropriate in summarising the 15 variables. These 6 factors are the main factors that influence the decision to purchase ship tickets for PT Pelni (Persero) Surabaya branch because factors such as the facilities offered, the ease of obtaining tickets, the location of departure, the quality of service, the price of ship tickets and the accuracy of the departure schedule which are included in the marketing mix are the main things that consumers consider before deciding to use ship transportation services. This is in line with Tahalua (2017) which states that simultaneously the marketing mix has a significant effect on ticket sales for KM-tatamailau at PT. PELNI Ambon Branch.

Figure 1.
Research Framework
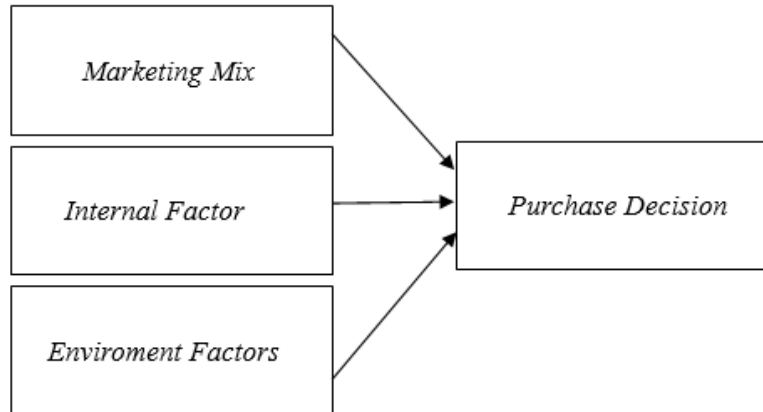
Conclusion

Based on the results of the Factor Analysis test, it is found that the Factors Affecting the Decision to Purchase Ship Tickets of PT Pelni (Persero) Surabaya Branch include 6 factors, namely Facilities, ease of ticket acquisition, Departure location, Service Quality, Ticket Price and Schedule Accuracy. Of the 6 factors, the most dominant factor or the main factor influencing passenger purchasing decisions is facilities, where the 6 factors above also represent the previous 15 factors.

Based on the results of the study, the recommendations that can be given for the company are to further improve the sales strategy with the factors of Facilities, ease of ticket acquisition, Departure location, Service Quality, Ticket Prices and Schedule Accuracy, such as Facilities where PT Pelni can innovate more in terms of the facilities provided on the ship, one of which is the cleanliness and comfort of facilities such as beds and so on. Second, other factors such as facilitating the ease of the ticket purchase process, improving service quality, and innovating more in holding attractive promotions. Meanwhile, the schedule accuracy factor contributes the lowest among other factors to the decision to purchase ship tickets. So the advice given is that PT Pelni can provide support such as free food / drinks to passengers while waiting for the ship's departure schedule so they don't feel bored. This can give passengers a positive experience of PT Pelni.

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