The Influence Of Brand Image, Price, Physical Evidence On Customer Satisfaction On The Jakarta - Bali Route Of Lion Air Airline

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Abstract: Lion Air is a brand that is easy to remember and has a good image as a low-cost airline service. This study aims to determine the effect of Brand Image, Price, Physical Evidence on Customer Satisfaction on Lion Air Airlines Route Jakarta - Bali in the City of Tangerang. The population in this study is the general public who live in the City of Tangerang who have used aviation services more than twice as many purchases. The sample in this study used the Non Probability Sampling method by using a Purposive Sampling technique of 170 respondents. The analytical method used in this study used multiple linear regression analysis to determine the direct and indirect effects between variables. The results of this study indicate that the Brand Image variable has a significant and significant effect on Customer Satisfaction, then the other results of this study have a significant and significant effect on Customer Satisfaction, while Physical Evidence has a significant and significant effect on Customer Satisfaction of Lion Air airlines in the Jakarta - Bali route in the City Area Tangerang

Keywords: The Effect of Brand Image, Price, Physical Evidence on Customer Satisfaction

INTRODUCTION

In line with current developments, people enjoy traveling from one city to another, supported by Indonesia's vast territory stretching between the Indian Ocean and the Pacific Ocean and is located in a very strategic crossing position so as to reach all regions of Indonesia. consists of islands, connecting and helping to increase economic development in 33 (thirty three) provinces. Indonesia also has many islands and natural beauty that are very beautiful and interesting to visit. Traveling is currently becoming a new need for society in general. Visiting a new destination in a certain area just to travel or do business in another area is a reason for someone to travel for fun. The living needs of Indonesians are no longer about food, clothing and shelter. Indonesians choose traveling as their second priority after saving Supported by advances in communication technology, today it also plays a role in increasing sources, information and insight into islands or countries that are good to visit. So that consumers are getting smarter in choosing tourist attractions, prices and comfort for themselves. It is not surprising that air transportation is the most popular mode of travel nowadays, apart from issues of comfort and time. Consumers are very smart in choosing transportation that has a high brand image. When consumers use air transportation, it doesn't take as much time as using land transportation, this air transportation is faster and more comfortable for traveling both domestically and internationally.

So that makes many people want to go on holiday to various countries supported by air transportation. Now people are increasingly choosing various types of airlines and the various prices they offer. In Indonesia itself, there are many different airline brands, making potential consumers free to choose according to their needs and desires when traveling out of town or abroad. With so much competition between brands and the prices offered by airlines, transportation service companies are currently very competitive, starting from brands, comfort during flights, services provided, punctuality, and so on. Therefore, air transportation service providers are trying to improve facilities, services and security for passengers' comfort when traveling. Airline competition is very tight, low cost carrier (LCC) airlines have emerged which is a strategy to reduce operating costs. In reducing these costs, Lion Air has reduced benefits in its services such as providing snacks. In Indonesia itself, one of the airlines that offers LCC is Lion Air and after Lion Air, many other airlines have followed suit, such as Citilink. As proof that Lion Air is able to provide the cheapest plane ticket prices compared to other airlines. Below, researchers provide price data for Lion Air tickets based on results obtained from one of the online ticket booking applications

THEORIES RELATED TO RESEARCH

Understanding Customer Satisfaction

Retaining customers means expecting customers to repurchase products or services when the same need arises at any time. According to (Kotler, 2009) customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing expectations with the reality obtained. High satisfaction or pleasure creates an emotional bond with the brand or company in question. Based on this opinion, it can be seen that customer satisfaction is closely related to two things, namely expectations and the results received. Customer satisfaction is conformity. between expectations and perceptions of the service received (results obtained or reality experienced). Customer satisfaction is created during the purchase period, the experience of using the product or service and the period after purchase. Customers who are satisfied with the products they use will return to using the products offered. This results in customer satisfaction being one of the most important factors for winning the competition. (Sembiring, Suharyono, and Kusumawati, 2014)

According to (J. Supranto, 2006) satisfaction is the level of a person's feelings after comparing their perceived performance (results) with their expectations. Customer expectations can be formed from past experiences, comments from relatives as well as promises and information from marketers and competitors. Satisfied customers will be loyal longer, less sensitive to price and provide good comments about the company. According to (Kotler and Keller, 2009) satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance or results of a product in mind with the expected performance or results. If performance is below expectations, consumers are dissatisfied. If performance exceeds expectations, consumers will be very happy or satisfied. These consumer expectations can be known from their own experiences when using the product, what other people say, and advertising information promised by the company that produces the product. (Irawan and Japarianto, 2013)

Factors influencing customer satisfaction

According to Sugiarto in (Lupiyoadi, 2010) that good service will be able to create customer loyalty that is increasingly attached and customers do not turn to other companies. This emotional bond is a form of loyalty shown by consumers to the company as proof of satisfaction with the performance of the products they receive. Sellers or service producers need to master the elements

1. Speed is the time used to serve consumers or customers, at least the same as the standard service time limit determined by the company. Speed without accuracy in work does not guarantee customer satisfaction. Therefore, accuracy is very important in service
2. Security in serving consumers is expected by the company to provide a feeling of security when using the product or service.
3. Friendliness in serving customers, company employees are required to have a polite and friendly attitude. Therefore, hospitality is very important, especially in companies that operate in the service business.
4. Comfort: Comfort arises when someone feels accepted for who they are. Thus the company must be able to provide a sense of comfort to consumers.

This is different from the factors that influence customer satisfaction presented by (Kuswandi, 2004) which consist of:

1. Product or service quality, namely regarding the quality of the product or service which is of higher quality as seen from its physical appearance.
2. The quality of service of various types of service will always be criticized by customers, but if the service meets customer expectations then the service is indirectly said to be of poor quality. For example, a customer complaint service that is immediately resolved or repaired if something is damaged.

Price is the most sensitive thing to meet customer needs. Customers will tend to choose products or services that offer lower prices than others. Delivery Time means that both distribution and delivery of products or services from the company can be on time and in accordance with the agreed agreement. Customer security will feel satisfied if the product or service used has a security guarantee that will not endanger the customer

Understanding Brand Image (Brand Image)

According to (Keller, 2013) brand image is consumers' perceptions and preferences regarding brands, measured by various types of associations contained in consumers' memories. Brand image according to (Kotler, 2008) in (Tomida and Satrio, 2016) is the perception and belief held by consumers, as reflected in the associations that occur in consumers' memories." In this research, brand image is consumers' perceptions, beliefs and preferences regarding a brand which are reflected in the associations contained in consumers' memories

A brand is a name, term, symbol, sign, design, or a combination of all of them that is used to identify a product and differentiate a company's products from competitors' products (American Marketing Association, 2011). According to (Schiffman and Wisenblit, 2015) brand image is the desired outcome of effective positioning is a distinctive "position" (or image) that the brand accumulates in customer minds. Meanwhile, according to (Kotler and Lane, 2012) brand image is the vision and hidden beliefs of consumers, as a reflection of associations that are held in consumers' memories. According to (Shimp, 2003) brand image has dimensions in three parts, namely, attributes, benefits and evaluation of consumer attitudes towards the brand. Attributes are distinctive characteristics or aspects of the advertised brand. Benefits are divided into three parts, namely:

1. Functional: benefits that seek to provide solutions to consumption problems or potential problems that consumers may face, by communicating that a brand has specific benefits that can solve these problems.
2. Symbolic: tries to direct consumers' desires in an effort to improve themselves, be valued as members of a group, affiliate and have a sense of belonging.
3. Experience: consumers are a representation of their desires for products that can provide a sense of pleasure, variety and cognitive stimulation.
4. Self-evaluation of attitudes, namely subjective values or interests that customers add to consumption results. (Rizan et al. 2015)

From the definition above, it can be concluded that brand image is consumers' understanding of the brand as a whole, which is easy to understand but difficult to explain systematically because it is abstract. Brand image means consumer trust in a particular brand, and how consumers view a brand. Furthermore, if consumers think that a particular

brand is physically different from competing brands, the brand image will be attached continuously so that it can form loyalty to a particular brand which is called
brand loyalty. Based on the definitions above, it can be concluded that several benefits from Brand Image or consumer perceptions regarding a product or brand are very important for marketing strategies in a number of ways, namely:
1. Brand image can be created as a goal in a marketing strategy.
2. Brand image can be created as a basis for competing with other brands produced by competitors
3. Brand image can also help improve sales of a product.
4. Brand image is used to evaluate the quality effects of marketing strategies.
5. Brand image can be generated from other factors outside marketing efforts.

So a positive brand image in the minds of consumers can certainly be a strength for the brand used by the product to adapt to its environment and survive in increasingly sharp competitive situations. So brand image is a very important element for companies in carrying out their marketing activities. A good brand image of a product will attract consumers' interest in buying that product rather than buying similar products from other companies, therefore companies must be able to maintain and improve a brand image that is already positive in the minds of consumers. (Evita 2017)

Understanding Price
Price is the only marketing mix element that produces sales revenue, while the other elements are only cost elements. Even though pricing is an important issue, there are still many companies that are imperfect in handling this pricing problem. Because it generates sales revenue, price influences the level of sales, profit level, and market share that can be achieved by the company. The role of pricing will be. This is very important, especially in conditions of increasingly sharp competition and limited demand development. In today's increasingly sharp competitive situation, which is especially felt in the buyer's market, the role of price is very important, especially to maintain and improve the company's position in the market which is reflected in market share, in addition to increasing the company's sales and profits. In other words, pricing affects the company's competitive ability and the company's ability to influence consumers

When determining prices, it is necessary to pay attention to the factors that influence them, both directly and indirectly. Factors that directly influence are raw material prices, production costs, marketing costs, government regulations, and other factors. Indirect factors, but closely related to price setting, are the prices of similar products sold by competitors, the influence of prices on the relationship between substitute products and complementary products, as well as discounts for suppliers and consumers. Because of this influence, a producer must pay attention to and take into account these factors in determining the price policy that will be adopted, so that later it can meet the producer's expectations of being able to compete and the company's ability to influence consumers. Traditionally, price has served as the primary determinant of buyer choice. This still applies to poor countries, among poor groups, and for types of commodity products.

Although non-price factors have become increasingly important in buyer behavior over the past few decades, price remains one of the most important elements determining a company's market share and profitability. Consumers and purchasing agents have more access to price information and price discounting stores/companies. According to (Kotler, 2008), price is the only element of the marketing mix that generates income, other elements generate costs. Price is also one of the most flexible elements of the marketing mix. Prices can be changed quickly, unlike product features and distribution agreements. At the same time, price setting and competition is also the number one problem faced by companies. But many companies don't handle pricing well.

The most common mistakes are pricing that is too cost-oriented, prices are not revised frequently enough to take advantage of market changes, prices are set independently of the rest of the marketing mix rather than as an intrinsic element of the market positioning strategy, and prices are not varied enough across different markets. product type, market

segment and time of purchase. In simple terms, the term price can be interpreted as the amount of money (monetary units) and/or other aspects (non-monetary) that contain certain utilities/uses needed to obtain a product. According to (Gitosudarmo, 2008), price is the amount of money needed to obtain a number of goods and certain services or a combination of the two. The actual price is not only intended for an item that is being bought and sold in the shop, but the actual price also applies to other products.

Understanding Physical Evidence

Physical Evidence is a facility owned by service companies (Fandi Tjiptono, 2008). Physical evidence or what we know as "physical evidence" is something that influences consumer satisfaction in purchasing and using the goods or services offered. Physical evidence is the company's physical environment where services are created and where services are provided and consumers interact, plus tangible elements used to communicate or support the role of the service. Based on this explanation, it can be concluded that physical evidence is the physical structure of a company which is the main component in forming the impression of a company.

Physical evidence has an important role in attracting consumers to come to a company and make purchases. Managing Physical Evidence is not an easy thing because negligence in maintaining transaction facilities can thwart the company's stated goals. This negligence will result in wasted costs or waste that should be allocated to the right sector. Therefore, this issue will be very important for companies that want to develop their activities. (Susanti and Hadibrata, 2015)

According to (Lupiyando, Rambat and Hamdani, 2009) Physical Evidence is the physical environment where services are created and directly interact with consumers. According to (Ary Setyaningrum, et al, 2015) Physical Evidence is physical evidence which is an important aspect of services, because some consumer service products need to be physically present in the service environment. The quality of a good service environment directly influences consumer satisfaction with the services received. A service environment that is comfortable and appropriate to the target market will also make consumers willing to spend more time or visit service outlets more often. (North, 2018)

According to (Payne, 2000) physical evidence can be divided into two types, namely:

1. Essential evidence, namely part of the physical facilities created by the service provider regarding the design and layout of the building where the service is provided.

2. Peripheral evidence, namely parts of physical facilities that have little value on their own. In designing these facilities, it is necessary to pay attention to the overall environmental condition and also to pay attention to how it affects the performance of employees and customers. (Rahayu, n.d, 2010)

RESULT AND DISCUSSION

According to (Kothari, 2004) in the book (Sandjojo, 2011) states that the term path analysis was first introduced by Sewall Wright in connection with the decomposition of the total correlation between two variables in a causal system. It is further stated that the path analysis technique is based on regression analysis with the additional assumption of a causal relationship between the independent variable and the dependent variable. This research aims to determine the direct and indirect influence between brand image (X1) price (X2) and physical evidence (X3) variables on customer satisfaction (Y).

Types of research

The type of research used is qualitative data, which is data obtained from within the company, either verbally or in writing, which is then quantified in the form of numbers or

scores of respondents' answers obtained from measurement results through questionnaires. The variable measurement scale used in this research is a Likert scale with 5 categories

Skor	Keterangan
1	Sangan Tidak Setuju (STS)
2	Tidak Setuju (ST)
3	Cukup Setuju (CS)
4	Setuju (S)
5	Sangat Setuju (SS)

The Likert scale uses ordinal data measures, then the respondents' answer scores are added up and averaged to become an average score. This score is then interpreted as the assessment position on the Likert scale. The reason the Likert scale is used is because it has several advantages compared to other types, namely that it is relatively easy. According to Lista and Green in (Supranto, 1997), the Likert scale is also reflected in the variability of scores as a result of using a scale between 1 and 5.

Research subject
The subjects referred to in this research are respondents who provide information related to the research object. The subjects were the general public in the Tangerang City area who had used Lion Air aircraft more than twice

Time and Location of Research
1. Research Time
The research will be carried out in October 2019 – February 2020
2. Research Location
The research location will be carried out in the Tangerang City area

Data source
In this research, the data used is quantitative data because it is expressed in numbers that show the value of the magnitude of the variable it represents. The types of data used in this research are primary data and secondary data

Primary data
According to (Lia Amalia, 2013) primary data is a type of data obtained directly from the source, where primary data is obtained by:
1. Interviews are a research method carried out through activities. Questions and answers and providing information verbally (directly) with related parties.
2. Questionnaire, carried out by distributing a list of questions to respondents, namely consumers who have used Lion Air air transportation

Validity and Reliability Test Results

Validity test

In this research, it is used to state whether the question items in a questionnaire are accurate or not. There are 34 questions that will be tested in this research questionnaire

which will be answered by 30 respondents. The results of the validity test are said to be valid if the r-count value is greater than the r-table (> 0.361), then the instrument or question item is said to be valid

Reliability Test

Reliability testing is a form of testing the quality of primary data, with the aim of measuring the consistency of questions in research. Reliable measurements will show that the instrument is trustworthy and can produce reliable data as well. The reliability of a variable construct is said to be good if it has a Croanbach'a alpha >0.60. The following table shows the results of the reliability test of the three variables for the 30 respondents

<div align="center">

Hasil Uji Reliabilitas

| Variabel	croanbach'a alpha	Keterangan
Brand Image	0,672	Reliabel
Harga	0,867	Sangat reliabel
Physical Evidence	0,815	Sangat reliabel
Kepuasan Pelanggan	0,883	Sangat reliabel

Sumber : Data Diolah Software Statistik, 2020

</div>

Based on the entire table above, it is evident that for all question items which are indicators of each research variable, both related variables and independent variables, have Croanbach's alpha >0.60 which is declared reliable, namely brand *image* (X1) of 0.672, Price (X2) is very reliable at 0.867, Physical Evidence (X3) is very reliable at 0.815 and customer satisfaction (Y) is very reliable at 0.883

Normality test

The aim is to find out whether each variable is normally distributed or not. The normality test is needed to carry out tests on other variables by assuming that the residual values follow a normal distribution. If this assumption is violated then the statistical test becomes invalid and parametric statistics cannot be used. The statistical test used to test data normality in this research is the Kolmogrov-Smirnov normality test or sample.

<div align="center">

Hasil Normal (P) Plot Uji Normalitas
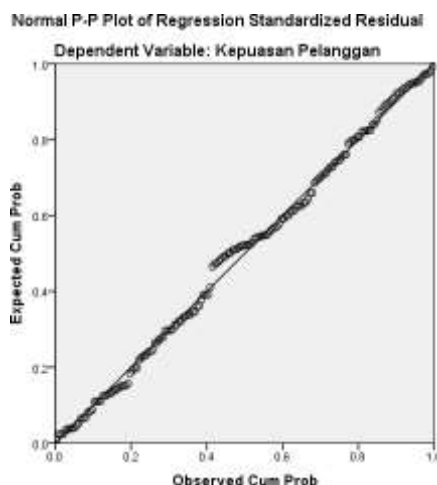
Sumber : Hasil Data Statistik, 2020

</div>

Based on the "chart" output above, it can be seen that the plotting points in the image above always follow and approach the diagonal line and their distribution follows the direction of the diagonal line. So it can be concluded that the regression model is suitable for use because of the normality assumption

Multicollinearity Test

The multicollinearity test aims to test whether the regression model finds a correlation between independent variables. Because a good regression model should not have correlation between independent variables. The multicollinearity test is carried out by looking at the tolerance value or by using Variance Inflation Factors (VIF) from the analysis results using SPSS. Based on the results of the multicollinearity test, it can be seen that the tolerance value for the brand image variable is 0.688 and the VIF value for the brand images variable is 1.454. then the tolerance value for the price variable is 0.678 and the VIF value for the price variable is 1.476. and finally the tolerance value for the Physical Evidence variable is 0.982 and the VIF value is 1.018. Thus, it can be concluded that all variables have a tolerance value of more than 0.1 and a VIF value of less than 10, so there is no multicollinearity in the variables of this research. With this, these three independent variables have no relationship, so all of them can be used as independent variables.

Hasil Uji Multikolinearitas

| Coefficients[a]							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.200	2.696		.445	.657		
	Brand Image	.438	.093	.337	4.729	.000	.688	1.454
	Harga	.342	.066	.370	5.148	.000	.678	1.476
	Pyhsical Evidence	.130	.059	.130	2.181	.031	.982	1.018

Sumber : Hasil Output Statistik, 2020

Based on the results of the multicollinearity test, it can be seen that the tolerance value for the brand image variable is 0.688 and the VIF value for the brand images variable is 1.454. then the tolerance value for the price variable is 0.678 and the VIF value for the price variable is 1.476. and finally the tolerance value for the Physical Evidence variable is 0.982 and the VIF value is 1.018. Thus, it can be concluded that all variables have a tolerance value of more than 0.1 and a VIF value of less than 10, so there is no multicollinearity in the variables of this research. With this, these three independent variables have no relationship, so all of them can be used as independent variables

Heteroscedasticity Test

From the results of the heteroscedasticity test, it shows that the points spread in an irregular pattern above and below the number 0 on the Y axis. So it can be concluded that there is no heteroscedasticity problem in the regression model

Hasil Uji Heretoskedatisitas

Scatterplot
Dependent Variable: Kepuasan Pelanggan
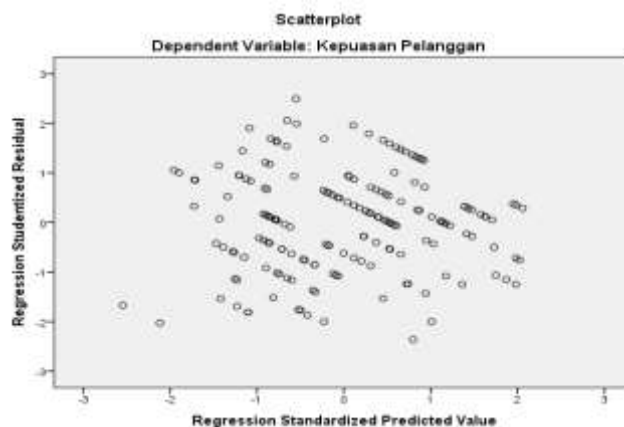
Sumber : Hasil Output Statistik, 2020

From the results of the heteroscedasticity test, it shows that the points spread in an irregular pattern above and below the number 0 on the Y axis. So it can be concluded that there is no heteroscedasticity problem in the regression model.

CONCLUSIONS

This research examines the influence of brand image, price, physical evidence on customer satisfaction on Lion Air airlines in the Tangerang City area. Based on the research results, it can be concluded as follows:

1. Brand Image has a positive and significant effect on Customer Satisfaction at Lion Air airlines in the Tangerang City Area, meaning that if the Brand Image of Lion Air airlines is good and good then customer satisfaction will increase.
2. Price has a positive and significant effect on customer satisfaction on Lion Air airlines in the Tangerang City area, meaning that if the price offered reflects the suitability of the service received, customer satisfaction will increase.
3. Physical Evidence has a positive and significant effect on Customer Satisfaction at Lion Air airlines in the Tangerang City Area, meaning that if Physical Evidence from Lion Air airlines continues to be improved, customer satisfaction will increase.
4. Brand Image, Price, Physical Evidence together influence Customer Satisfaction at Lion Air airlines in the Tangerang City Area, meaning that if brand image, price, physical evidence are able to provide a good increase to consumers, customer satisfaction will increase.

Brand Image is the most dominant factor in this research that influences customer satisfaction with Lion Air airlines. This means that if the brand image has a good image in society and gives a good impression, customer satisfaction will increase.

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