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## The Influence of Brand Communication, Brand Loyalty, and Service Quality on Purchase Decisions with Purchase Interest as an Intervening Variable (Case Study on Ticket Purchases by PT Kereta Api Indonesia (Persero) During the Covid-19 Pandemic)

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**Abstract:** Service companies, including PT KAI, can determine appropriate marketing strategies to achieve their goals. During a pandemic, factors influencing passenger purchasing decisions include purchase intention, brand communication, brand loyalty, and the quality of the transportation company's services. The decline in rail transportation users due to the Covid-19 pandemic demonstrates that public interest in purchasing train tickets remains low. Purchase intention is the desire to possess more of a product or service. This study aims to determine the influence of brand communication, brand loyalty, and service quality on purchase decisions, with purchase intention as the intervening variable, among users of PT Kereta Api Indonesia services in the Special Region of Yogyakarta. The research employed a quantitative method with a total of 105 respondents who are users of PT KAI services. The data analysis technique used was multiple linear regression analysis. The results show that all proposed hypotheses are accepted. Brand communication, brand loyalty, and service quality have a significant effect on purchase intention, with significance values of 0.031, 0.001, and 0.001, respectively. In addition, all three variables also have a significant influence on purchase decisions, with significance values of 0.010 for brand communication, 0.004 for brand loyalty, and 0.001 for service quality. Furthermore, purchase intention as an intervening variable also significantly influences purchase decisions, with a significance value of 0.001. These findings indicate that purchase intention plays an important role in mediating the effect of brand communication, brand loyalty, and service quality on the purchase decisions of PT Kereta Api Indonesia service users.

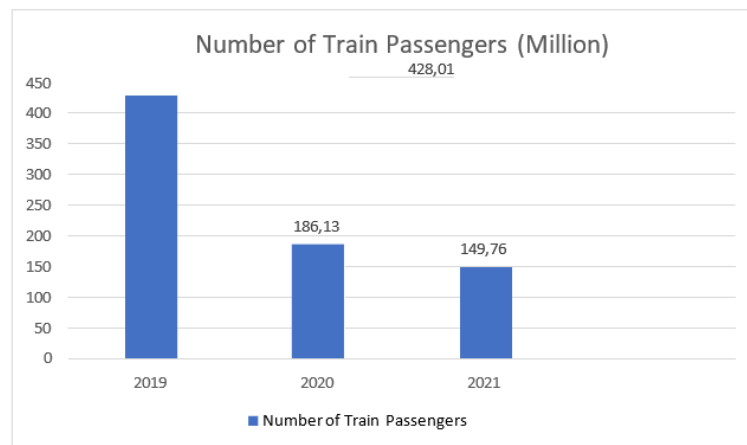
**Keywords:** Brand Communication, Brand Loyalty, Service Quality, Purchase Decision, Purchase Interest.

### INTRODUCTION

In human life, transportation is a vital and inseparable necessity. Currently, transportation is a crucial necessity (Yunita, 2021). One such necessity is the train, which operates under the

auspices of PT Kereta Api Indonesia (KAI). PT KAI is a State-Owned Enterprise (BUMN) established in 1963. Trains are a popular alternative mode of transportation for Indonesians (Chafitri & Rahardjo, 2019). However, Indonesia's transportation system still faces numerous challenges across various sectors, particularly during the COVID-19 pandemic. Since the Covid-19 pandemic began in Indonesia on March 2, 2020, there has been a widespread spread of Covid-19 with various new variants still present in several locations. This has certainly had an impact on PT KAI, causing a decrease in the number of train users in 2020 by 28,805 people and in 2021, as of May by 9,398 people (Khairunnisa et al., 2022). This occurred due to restrictions on people travelling, with the aim of preventing the spread of COVID-19. One mode of public transportation, one of which is the train. Trains are considered a means of transportation and infrastructure that can be a place for the greatest spread of Covid-19, because it allows for crowds of people to use it (Khatimah, 2020).

During the COVID-19 pandemic, PT KAI's user base experienced a significant decline. The following data shows the number of PT KAI users from 2019 to 2021, according to the Central Statistics Agency (BPS).



Source: Central Statistics Agency, 2021

**Figure 1. Number of Train Passengers**

The number of PT KAI passengers as of April 2020 was 23.8 million people. In April 2020, the number of passengers decreased significantly by 56.51 per cent compared to the previous year and experienced a significant annual decline from 2019 to 2021 (BPS, 2021). This decline was a result of the COVID-19 pandemic. The Covid-19 pandemic forced many transportation modes, such as PT KAI's mass transportation mode, to adapt to this condition, both in terms of overall management and service. Inadequate transportation management created obstacles in the management of PT KAI's transportation services. A marketing strategy is a plan that describes the company's expectations regarding the impact of the COVID-19 pandemic, and a marketing plan that targets a specific target market for a product or service.

Based on the explanation above, the author wants to do further research on the decision to purchase PT KAI Indonesia (Persero) tickets during the Covid-19 pandemic, so the author gave the research title: "The Influence of Brand Communication, Brand Loyalty, and Service Quality on Purchasing Decisions with Purchase Intention as an Intervening Variable for PT Kereta Api Indonesia (Persero) Tickets during the Covid-19 Pandemic."

### **Brand Communication**

According to (Nuhadriel et al., 2021), brand communication is the image of a marketed product or service, enabling its distinctiveness to be recognised by many consumers. (Kotler

& Keller, 2009) define brand communication as the voice of a company and its brand, which has become a means of building relationships with consumers.

### **Brand Loyalty**

Brand loyalty is the relationship between a company and its consumers, measured by the consumer's consistency in using a brand. Brand loyalty is the hope that all companies strive to achieve based on the products they market. Consumer loyalty is based on the fulfilment of a brand's utility value, leading consumers to make regular purchases to meet their needs. Brand loyalty contributes to stable sales because consumers consistently purchase products (Rohman & Indaryadi, 2020). According to Chandra and Keni (2019).

### **Service Quality**

Service quality is about meeting consumer needs or desires and delivering on time to meet consumer expectations. The quality of land transportation service provided by railway companies to users can be in the form of trains or excellent customer service. Companies that can provide quality service and satisfy consumers will generate repeat purchases, and vice versa (Gumaeri & Hendriyani, 2021).

### **Purchase Intention**

Purchase intention is an element of consumer behavior in consuming goods or services. According to (Kotler & Keller, 2018), purchase intention is a behavior that indicates a consumer's desire to make a purchase, which arises in response to an object. Purchase intention is a consumer's response to an object offered on the market, encompassing the attitude toward consuming a good or service according to their interests (Rohman & Indaryadi, 2020).

## **METHOD**

### **Nature of the Research**

The data for this study were obtained through calculations from questionnaires distributed regarding brand communication, brand loyalty, service quality, purchasing decisions, and purchasing intentions among users of PT Kereta Api Indonesia services in Yogyakarta. These data will be used to study specific samples and populations.

### **Population**

The population used in this study comprises all users of PT Kereta Api Indonesia services. The target population is all users of PT Kereta Api Indonesia services in the Yogyakarta region, and the exact number is unknown.

### **Sample**

*The sample size was determined using Hair's formula. This formula was used because the population size was not yet known with certainty. According to Hair (2010:176), if the sample size is too large, for example, 400, the method becomes too sensitive, making it difficult to obtain goodness-of-fit measures. According to Hair et al. (2010), a good sample size depends on the number of indicators multiplied by 5 to 10. The sample size in this study is:*

$$\begin{aligned} \text{Sample} &= \text{Number of indicators} \times 5 \\ &= 21 \times 5 \\ &= 105 \end{aligned}$$

### **Sampling Technique**

The sampling technique used in this study was non-probability sampling. The type of non-probability sampling used was purposive sampling.

*Purposive sampling* adalah teknik penentuan sampel dengan pertimbangan tertentu.

The research criteria are:

- a. PT KAI service users who have purchased a ticket at least once.
- b. PT KAI service users aged 17–45 years.
- c. PT KAI service users who work as students, civil servants, entrepreneurs, and others
- d. PT KAI service users residing in the Yogyakarta area.

**Data Collection Sources and Methods**

Primary data in this study were collected by distributing questionnaires to respondents who had used PT KAI services.

**Data Collection Method.**

The method used in this study was to collect research data through questionnaires. These questionnaires contained a set of statements that respondents were required to complete. Related to the variables to be studied in order to obtain answers, such as data and information needed in the research. In this study, the researcher distributed questionnaires to respondents who had used the PT KAI service.

**Location and Time of Data Collection**

Data collection for this study was conducted in the Yogyakarta region, specifically for PT KAI service users. Data collection took place in 2024.

**RESULTS AND DISCUSSION**

**Data Quality Test**

**Table Brand Communication Validity Test**

Variabel	Question	R Count	R Table	Information
<i>Brand Communication</i>	X1.1	.845**	0.191	VALID
	X1.2	.808**	0.191	VALID
	X1.3	.837**	0.191	VALID
	X1.4	.746**	0.191	VALID
	X1.5	.835**	0.191	VALID
	X1.6	.787**	0.191	VALID
	X1.7	.649**	0.191	VALID
	X1.8	.699**	0.191	VALID
	X1.9	.691**	0.191	VALID
	X1.10	.764**	0.191	VALID

Source: SPSS output processed by researchers, 2024

Judging from the table above, the 10 statement points from the brand communication variable in the research questionnaire that has been distributed state that the calculated  $r > r$  table so it can be concluded that the questionnaire can be declared valid.

**Table Brand Loyalty Validity Test**

Variabel	Question	R Count	R Table	Information
<i>Brand Loyalty</i>	X2.1	.730**	0.191	VALID
	X2.2	.492**	0.191	VALID
	X2.3	.731**	0.191	VALID
	X2.4	.687**	0.191	VALID
	X2.5	.672**	0.191	VALID
	X2.6	.750**	0.191	VALID

Source: SPSS output processed by researchers, 2024

Based on the table, the six statements from the brand loyalty variable in the distributed research questionnaire indicate that the calculated r value is greater than the table r value, thus concluding that the questionnaire is valid.

**Table Service Quality Validity Test**

Variabel	Question	R Count	R Table	Information
<i>Brand Communication</i>	X3.1	.729**	0.191	VALID
	X3.2	.638**	0.191	VALID
	X3.3	.805**	0.191	VALID
	X3.4	.771**	0.191	VALID
	X3.5	.753**	0.191	VALID
	X3.6	.738**	0.191	VALID
	X3.7	.828**	0.191	VALID
	X3.8	.742**	0.091	VALID

Source: SPSS output processed by researchers, 2024

Judging from table above, the 8 statement points from the service quality variable in the research questionnaire that has been distributed state that r count > r table so it can be concluded that the questionnaire can be declared valid.

**Table Validity Test of Purchasing Decisions**

Variabel	Question	R Count	R Table	Information
<i>Purchasing Decisions</i>	Y1.1	.672**	0.191	VALID
	Y1.2	.673**	0.191	VALID
	Y1.3	.720**	0.191	VALID
	Y1.4	.841**	0.191	VALID
	Y1.5	.806**	0.191	VALID
	Y1.6	.700**	0.191	VALID
	Y1.7	.814**	0.191	VALID
	Y1.8	.798**	0.191	VALID
	Y1.9	.766**	0.191	
	Y1.10	.769**	0.191	

Source: SPSS output processed by researchers, 2024

Based on the table, the 10 statements from the purchasing decision variables in the distributed research questionnaire indicate that the calculated r is greater than the table r, thus concluding that the questionnaire is valid.

**Table Purchase Interest Validity Test**

Variabel	Question	R Count	R Table	Information
<i>Purchase Interest</i>	Z1.1	.672**	0.191	VALID
	Z1.2	.673**	0.191	VALID
	Z1.3	.720**	0.191	VALID
	Z1.4	.841**	0.191	VALID
	Z1.5	.806**	0.191	VALID
	Z1.6	.700**	0.191	VALID
	Z1.7	.814**	0.191	VALID
	Z1.8	.798**	0.191	VALID

Source: SPSS output processed by researchers, 2024

Judging from the table above, the 8 statement points from the purchase interest variable in the research questionnaire that has been distributed state that the calculated  $r >$  table  $r$  so it can be concluded that the questionnaire can be declared valid.

**Reliability Test**

**Table Reliability Test**

Variabel	Cronbach's Alpha	Nilai Kritis	Information
<i>Brand Communication</i>	.920	>0.60	Reliabel
<i>Brand Loyalty</i>	.911	>0.60	Reliabel
<i>Service Quality</i>	.881	>0.60	Reliabel
<i>Purchasing Decisions</i>	.915	>0.60	Reliabel
<i>Purchase Interest</i>	.882	>0.60	Reliabel

Source: SPSS output processed by researchers, 2024

Based on the test results, the Cronbach's Alpha value exceeded 0.6, indicating that all variables in the questionnaire were reliable. Therefore, it can be implemented as a measurement in the research.

**Descriptive Recap Results**

**1. Brand Communication Question Indicators**

**Table Brand Communication Question Recap**

Question	1		2		3		4		5		MEAN
	F	%	F	%	F	%	F	%	F	%	
PT KAI utilizes various social media platforms in its promotional process.	1	1.0	4	3.8	17	16.2	35	33.3	48	45.7	4.19
I learned about PT KAI's services from social media.	6	5.7	2	1.9	21	20.0	35	33.3	41	39.0	3.98
PT KAI uses celebrities for its promotions	7	6.7	9	1.6	32	30.5	35	33.3	22	21.0	3.53
PT KAI spokesperson/endorser is interested	3	2.9	5	4.8	25	23.8	45	42.9	27	25.7	3.83

Source: SPSS output processed by researchers, 2024

The table above shows that for the Brand Communication variable, the statement with the highest average score was "PT KAI has relevant content," with an average score of 4.34. Meanwhile, the statement with the lowest average score was "PT KAI uses celebrities for its promotions," with an average score of 3.53.

**2. Brand Loyalty Question Indicator**

**Table Brand Loyalty Question Recap**

Question	1		2		3		4		5		MEAN
	F	%	F	%	F	%	F	%	F	%	
I tell others about PT KAI's services	3	2.9	7	6.7	20	19.0	39	37.1	36	34.3	3.93
I got information about PT KAI from other people.	4	3.8	7	6.7	27	25.7	42	40.0	24	23.8	3.7
I prefer using PT KAI's services over other transportation.	3	2.9	8	7.6	23	21.9	34	32.4	37	35.2	3.89
I am not interested in other transportation, apart from PT KAI	12	11.4	23	21.9	31	29.5	24	22.9	15	14.3	3.06
I will use PT KAI's services again because of the satisfactory service.	0	0	1	1.0	19	18.1	38	36.2	47	44.8	4.25
I use KAI services more often than other transportation.	8	7.6	12	11.4	34	32.4	23	21.9	28	26.7	3.49

Source: SPSS output processed by researchers, 2024

**3. Normality Test**

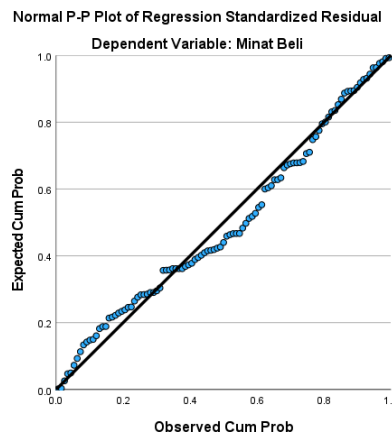
**Table Normality Test (Equation 1)**

<i>One-Sample Kolmogorov-Smirnov Test</i>		
		<i>Unstandardized Residual</i>
<i>N</i>		<i>105</i>
<i>Normal Parameters<sup>a,b</sup></i>	<i>Mean</i>	<i>0.0000000</i>
	<i>Std. Deviation</i>	<i>3.33698489</i>
<i>Most Extreme Differences</i>	<i>Absolute</i>	<i>0.079</i>
	<i>Positive</i>	<i>0.063</i>
	<i>Negative</i>	<i>-0.079</i>
<i>Test Statistic</i>		<i>0.079</i>
<i>Asymp. Sig. (2-tailed)<sup>c</sup></i>		<i>0.112</i>
<i>Monte Carlo Sig. (2-tailed)<sup>d</sup></i>	<i>Sig.</i>	<i>0.115</i>
	<i>99% Confidence Interval</i>	<i>Lower Bound</i>
		<i>Upper Bound</i>
		<i>0.107</i>
		<i>0.124</i>

*a. Test distribution is Normal.*  
*b. Calculated from data.*  
*c. Lilliefors Significance Correction.*  
*d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.*

Source: SPSS output processed by researchers, 2024

Based on the SPSS output in the table above, it can be seen that the significance value of the normality test using the Kolmogorov-Smirnov method for equation 1 is  $0.115 > 0.05$ . Therefore, in accordance with the decision-making basis for the Kolmogorov-Smirnov normality test, the residual values in equation 1 are normally distributed.



**Figure 2. Probability Plot (Equation 1)**

In addition to using the significance value in the Kolmogorov-Smirnov method, to ensure that the data is normally distributed, a normal probability plot graph can be used, as shown in the figure above. Based on the normal probability plot graph in the figure, it can be seen that the distribution of data or points on the diagonal axis of the graph approaches the diagonal line, so the data in equation 1 can be said to be normally distributed.

**Table Normality Test (Equation 2)**

<i>One-Sample Kolmogorov-Smirnov Test</i>		
		<i>Unstandardized Residual</i>
<i>N</i>		105
<i>Normal Parameters<sup>a,b</sup></i>	<i>Mean</i>	0.0000000
	<i>Std. Deviation</i>	2.60607120
<i>Most Extreme Differences</i>	<i>Absolute</i>	0.086
	<i>Positive</i>	0.086
	<i>Negative</i>	-0.058
<i>Test Statistic</i>		0.086
<i>Asymp. Sig. (2-tailed)<sup>c</sup></i>		0.055
<i>Monte Carlo Sig. (2-tailed)<sup>d</sup></i>	<i>Sig.</i>	0.058
	<i>99% Confidence Interval</i>	<i>Lower Bound</i> 0.052
		<i>Upper Bound</i> 0.063

*a. Test distribution is Normal.*

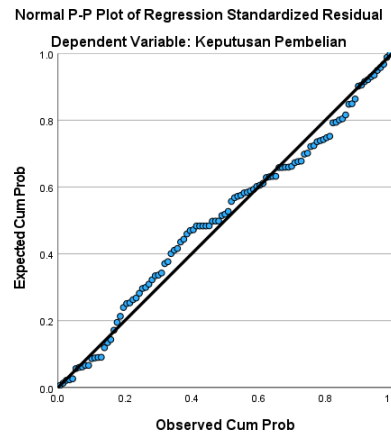
*b. Calculated from data.*

*c. Lilliefors Significance Correction.*

*d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.*

Source: SPSS output processed by researchers, 2024

Based on the SPSS output in the table above, it can be seen that the significance value of the normality test using the Kolmogorov-Smirnov method equation 2 is  $0.058 > 0.05$  so that, in accordance with the basis for decision making in the Kolmogorov-Smirnov Test normality test, then in equation 1 the residual value is normally distributed.



**Figure 3. Probability Plot (Equation 2)**

It can be seen that the distribution of data or points on the diagonal axis of the graph approaches the diagonal line, so the data in equation 2 can be said to be normally distributed. Therefore, both equations 1 and 2 show that the data in this study are all normally distributed.

**4. Multicollinearity Test**

**Table Multicollinearity Test (Equation 1)**

<i>Coefficients<sup>a</sup></i>		
<i>Model</i>	<i>Collinearity Statistics</i>	
	<i>Tolerance</i>	<i>VIF</i>
1 <i>(Constant)</i>		
<i>Brand</i>	0.558	1.793
<i>Communication</i>		
<i>Brand Loyalty</i>	0.594	1.683
<i>Service Quality</i>	0.514	1.947

*a. Dependent Variable: Minat Beli*

Source: SPSS output processed by researchers, 2024

The results of the multicollinearity test in the table above show that the brand communication, brand loyalty, and service quality variables have a tolerance value above 0.01. In addition, the VIF value of the three variables does not reach 10, so it can be concluded that in equation 1, the brand communication, brand loyalty, and service quality variables do not experience multicollinearity.

**Table Multicollinearity Test (Equation 2)**

<i>Coefficients<sup>a</sup></i>		
<i>Model</i>	<i>Collinearity Statistics</i>	
	<i>Tolerance</i>	<i>VIF</i>
<i>(Constant)</i>		
<i>Brand communication</i>	0.541	1.848
1 <i>Brand loyalty</i>	0.442	2.260
<i>Service quality</i>	0.385	2.597
<i>Minat beli</i>	0.290	3.443

*a. Dependent Variable: Keputusan Pembelian*

Source: SPSS output processed by researchers, 2024

The results of the multicollinearity test in the table above show that the variables brand communication, brand loyalty, service quality, and purchase intention have a tolerance value above 0.01. In addition, the VIF value of the four variables does not reach 10, so it can be concluded that in the equation of the two variables, brand communication, brand loyalty, service quality, and purchase intention, there is no multicollinearity.

**5. Heteroscedasticity Test**

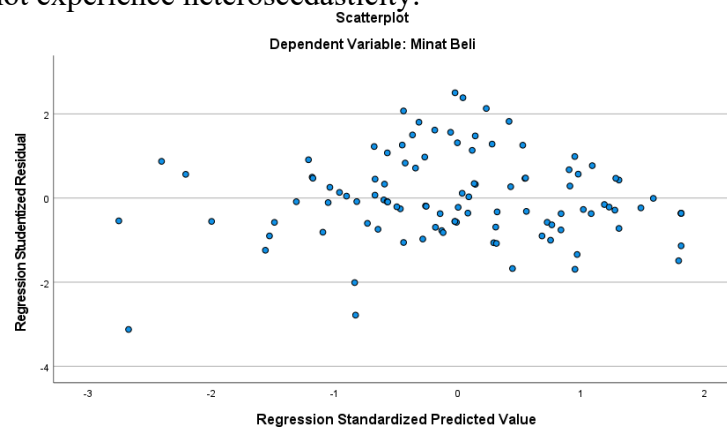
**Table Heteroscedasticity Test (Equation 1)**

Model	Coefficients <sup>a</sup>			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	3.557	1.134		3.137	0.002
Brand Communication	-0.043	0.029	-0.194	-1.485	0.141
Brand Loyalty	0.017	0.048	0.045	0.357	0.722
Service Quality	-0.006	0.046	-0.019	-0.140	0.889

a. Dependent Variable: Abs\_Res1

Source: SPSS output processed by researchers, 2024

In accordance with the heteroscedasticity test of equation 1 in the table above, it is known that the results of the heteroscedasticity test using the Glejser method, it can be seen that the significance value of the brand communication variable is  $0.141 > 0.05$ , the brand loyalty variable is  $0.722 > 0.05$ , and service quality is  $0.889 > 0.05$ . So it can be concluded that the three variables do not experience heteroscedasticity.



Source: SPSS output processed by researchers, 2024

**Figure 4. (Equation 1)**

The results of the heteroscedasticity test for equation 1 in the image above show that the scatter plot graph above shows a random distribution of points below and above the number 0 and the Y axis, and no particular pattern is formed in the data, so it can be indicated that there is no heteroscedasticity.

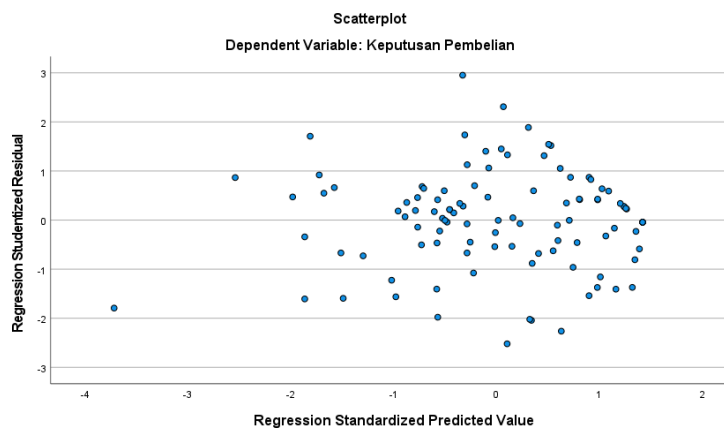
**Table Heteroscedasticity Test (Equation 2)**

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.395	1.586		2.772	0.007
1 Brand Communication	0.076	0.039	0.088	0.654	0.514
Brand Loyalty	-0.034	0.075	-0.068	-0.457	0.648
Service Quality	-0.050	0.071	-0.113	-0.712	0.478
Minat Beli	-0.014	0.082	-0.031	-0.171	0.864

a. Dependent Variable: Abs\_Res2

Source: SPSS output processed by researchers, 2024

Based on the heteroscedasticity test of equation 2 in the table above, it is known that the results of the heteroscedasticity test using the glejser method, it can be seen that the significance value of the brand communication variable is  $0.514 > 0.05$ , the brand loyalty variable is  $0.648 > 0.05$ , service quality is  $0.478 > 0.05$ , and Purchase Interest is  $0.864 > 0.05$ . So it can be concluded that the fourth variable does not experience heteroscedasticity.



Source: SPSS output processed by researchers, 2024

**Figure 5. (Equation 2)**

The results of the heteroscedasticity test for equation 2 in the image above show that the scatter plot graph above shows a random distribution of points below and above the number 0 and the Y axis and no particular pattern is formed in the data so that it can be indicated that heteroscedasticity does not occur.

**Analisis Regresi Linear Berganda**

**1. Regression Test of Model 1**

**Table Regression Test (Model 1)**

Model	Coefficients <sup>a</sup>			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	4.682	1.859		2.518	.013
1 Brand					
Communication	.101	.046	.154	2.190	.031
Brand Loyalty	.430	.073	.377	5.845	.001
Service Quality	.460	.073	.464	6.320	.001

a. Dependent Variable: Minat Beli

Source: SPSS output processed by researchers, 2024

According to the table above, the results of multiple linear regression model 1 conclude that:

$$Z = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$= 0,154BC + 0,377BL + 0,464SC + e$$

Keterangan:

BC = Brand Communication

BL = Brand Loyalty

SQ = Service Quality

MB = Minat Beli

- From this equation, it can be explained that every increase in brand communication will be followed by a 0.154 increase in Purchase Intent. If other variables are assumed constant, the conclusion is that the higher the brand communication value, the higher the Purchase Intent.
- From this equation, it can be explained that every increase in brand image will be followed by a 0.377 increase in Purchase Intent. If other variables are assumed constant, the conclusion is that the higher the brand loyalty value, the higher the Purchase Intent.
- From this equation, it can be explained that every increase in service quality will be followed by a 0.464 increase in Purchase Intent. If other variables are assumed constant, the conclusion is that the higher the service quality value, the higher the Purchase Intent.

**Hypothesis Testing**

**1. Partial Test (t-Test)**

**Table Partial Test (Equation 1)**

Model	Coefficients <sup>a</sup>			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	4.682	1.859		2.518	.013
1 Brand					
Communication	.101	.046	.154	2.190	.031
Brand Loyalty	.430	.073	.377	5.845	.001
Service Quality	.460	.073	.464	6.320	.001

a. Dependent Variable: Minat Beli

Source: SPSS output processed by researchers, 2024

**a. The Influence of Brand Communication on Purchase Intention**

Based on Table above, the calculated t-value for the brand communication variable is 2.190, with a t-table value of 1.659. As stated, the calculated t-value is greater than the t-table value, indicating that brand communication influences purchase intention.

Table 2.23 also shows that the significance value based on the partial statistical test for brand communication is  $0.031 < 0.05$ . Therefore, it can be concluded that H1 is accepted, stating that brand communication influences purchase intention.

**b. The Influence of Brand Loyalty on Purchase Intention**

The table above shows that the calculated t-value for the brand loyalty variable is 5.845, with a t-table value of 1.659. As stated, the calculated t-value is greater than the t-table value, indicating that brand loyalty influences purchase intention.

The table also shows that the significance value based on the partial statistical test for brand loyalty is  $0.001 < 0.05$ . Therefore, it can be concluded that H2, which states that brand loyalty influences purchase intention, is accepted.

**c. The Influence of Service Quality on Purchase Intention**

The table above shows that the calculated t-value for the service quality variable is 6.320, with a t-table value of 1.659. As stated, the calculated t-value is greater than the t-table value, indicating that service quality influences purchase intention.

The table also shows that the significance value based on the partial statistical test for service quality is  $0.001 < 0.05$ . Therefore, it can be concluded that H3, which states that service quality influences purchase intention, is accepted.

**d. The Influence of Brand Communication on Purchasing Decisions**

**Table Partial Test (Equation 2)**

		<i>Coefficients<sup>a</sup></i>				
<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	<i>(Constant)</i>	2.422	1.487		1.629	.107
	<i>Brand Communication</i>	.094	.036	.144	2.615	.010
	<i>Brand Loyalty</i>	.194	.065	.170	2.985	.004
	<i>Service Quality</i>	.215	.065	.217	3.311	.001
	<i>Minat Beli</i>	.380	.048	.525	7.986	.001

a. *Dependent Variable: Keputusan Pembelian*

Source: SPSS output processed by researchers, 2024

Table above shows that the calculated t-value for the brand communication variable is 2.615, with a t-table value of 1.659. As stated, the calculated t-value is greater than the t-table value, indicating that brand communication influences purchasing decisions.

The table also shows that the significance value based on the partial statistical test for brand communication is  $0.010 < 0.05$ . Therefore, it can be concluded that H4, which states that brand communication influences purchasing decisions, is accepted.

**e. The Influence of Brand Loyalty on Purchasing Decisions**

The table above shows that the calculated t-value for the brand loyalty variable is 2.985, with a t-table value of 1.659. As stated, the calculated t-value is greater than the t-table value, indicating that brand loyalty influences purchasing decisions.

The table also shows that the significance value based on the partial statistical test for brand loyalty is  $0.004 < 0.05$ . Therefore, it can be concluded that H5, which states that brand loyalty influences purchasing decisions, is accepted.

**f. The Influence of Service Quality on Purchasing Decisions**

The table above shows that the calculated t-value for the service quality variable is 3.311, with a t-table value of 1.659. As stated, the calculated t-value is greater than the t-table value, indicating that service quality influences purchasing decisions.

The table also shows that the significance value based on the partial statistical test for service quality is  $0.001 < 0.05$ . Therefore, it can be concluded that H6, which states that service quality influences purchasing decisions, is accepted.

**g. The Influence of Purchase Decisions on Purchase Intention**

The table above shows that the calculated t-value for the purchase decision variable is 7.986, with a t-table value of 1.659. As stated, the calculated t-value is greater than the t-table value, indicating that purchase intention influences purchase decisions.

The table also shows that the significance value based on the partial statistical test for purchase decisions is  $0.001 < 0.05$ . Therefore, it can be concluded that H7, which states that purchase intention influences purchase decisions, is accepted.

**2. Simultaneous Test (F Test)**

**Table Simultaneous Test (Equation 1)**

ANOVA <sup>a</sup>					
<i>Model</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1 <i>Regression</i>	1732.089	3	577.363	83.320	.001 <sup>b</sup>
<i>Residual</i>	699.873	101	6.929		
<b>Total</b>	<b>2431.962</b>	<b>104</b>			

a. *Dependent Variable: Minat Beli*

b. *Predictors: (Constant), Service Quality, Brand Loyalty, Brand Communication*

Source: SPSS output processed by researchers, 2024

Based on the results of the simultaneous test of equation 1 in the table above, the calculated F-value was 83,320 and the significance value was  $0.001 < 0.05$ . Therefore, it can be concluded that the variables service quality, brand loyalty, and brand communication jointly influence purchase intention.

**Table Simultaneous Test (Equation 2)**

ANOVA <sup>a</sup>					
<i>Model</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1 <i>Regression</i>	2004.623	4	501.156	117.274	.001 <sup>b</sup>
<i>Residual</i>	427.339	100	4.273		
<b>Total</b>	<b>2431.962</b>	<b>104</b>			

a. *Dependent Variable:* Keputusan Pembelian

b. *Predictors:* (Constant), Minat Beli, Brand Communication, Brand Loyalty, Service Quality

Source: SPSS output processed by researchers, 2024

Based on the results of the simultaneous test of equation 2 in the table above, the calculated F was 117,274 and the significance value was  $0.001 < 0.05$  so it can be concluded that the variables of purchase interest, brand communication, brand loyalty, and service quality together influence purchasing decisions.

**3. Coefficient of Determination Test (R2)**

**Table Coefficient of Determination (Path 1)**

<i>Model Summary<sup>b</sup></i>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.844 <sup>a</sup>	.712	.704	2.63238

a. *Predictors:* (Constant), Service Quality, Brand Loyalty, Brand Communication

b. *Dependent Variable:* Minat Beli

Source: SPSS output processed by researchers, 2024

Based on the results of the path 1 coefficient of determination test in the table above, the R-square value was 0.712, indicating that 71.2% of the purchase intention variable is influenced by service quality, brand loyalty, and brand communication, while the remaining 28.8% is influenced by other variables not included in this study. The Standard Error Estimate (SEE) value for the path 1 coefficient of determination test is 2.632. The smaller the Standard Error Estimate (SEE) value in this test, the more accurate the regression is in predicting the dependent variable.

**Table Coefficient of Determination (Path 2)**

<i>Model Summary<sup>b</sup></i>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.908 <sup>a</sup>	.824	.817	2.06722

a. *Predictors:* (Constant), Minat Beli, Brand Communication, Brand Loyalty, Service Quality

b. *Dependent Variable:* Keputusan Pembelian

Source: SPSS output processed by researchers, 2024

Based on the results of the path 2 determination coefficient test in the table above, the R square value was obtained at 0.824, which means that 82.4% of the Purchasing

Decision variable is influenced by purchase intention, brand communication, brand loyalty, and service quality, while the remaining 17.6% is influenced by other variables not included in this study. The Standard Error Estimate (SEE) value in the path 1 determination coefficient test is 2.067. The smaller the Standard Error Estimate (SEE) value in this test, the more accurate the regression is in predicting the dependent variable.

## **Discussion**

### **The Influence of Brand Communication on Purchase Intention**

Based on the results of the research conducted, brand communication influences purchase intention. This statement can be seen in the partial test (t-test) in Table 4.23, which shows a significance value of  $0.031 < 0.05$  for the brand communication variable, indicating a positive and significant influence on purchase intention. PT KAI itself uses advertising as a marketing medium. Furthermore, PT KAI employs a direct marketing strategy, namely communication conducted directly with the market or target audience. The goal of marketing communication is to gain attention, stimulate interest and desire, and ultimately lead to action by the target audience. Marketing communication will foster purchase intention among potential users of PT KAI services.

### **The Influence of Brand Loyalty on Purchase Intention**

Based on the results of the research conducted, brand loyalty has been shown to influence purchase intention. This statement can be seen from the partial t-test in the table, which shows a significance value of  $0.001 < 0.05$  for the brand loyalty variable, indicating a positive and significant effect on purchase intention. PT KAI itself fosters brand loyalty by implementing promotional activities aligned with its brand loyalty strategy. With the right strategy, PT KAI will have a positive image and high consumer loyalty to the brand, thus increasing interest in purchasing PT KAI tickets.

### **The Influence of Service Quality on Purchase Intention**

Based on the results of the research, service quality influences purchase intention. This can be seen in the partial t-test in the table, which shows a significance value of  $0.001 < 0.05$  for the service quality variable, indicating a positive and significant influence on purchase intention. PT KAI provides high-quality service to users, resulting in a sense of satisfaction, which can increase purchase intention.

### **The Influence of Brand Communication on Purchasing Decisions**

Based on the results of the research conducted, it is clear that brand communication influences purchasing decisions. This statement can be seen from the partial test (t-test) in the table, which shows a significance value of  $0.010 < 0.05$  for the brand communication variable, indicating a positive and significant influence on purchasing decisions. PT KAI creates customer interest in using trains through promotions provided to travel agents. Furthermore, PT KAI also implements an attractive marketing communications mix, enabling it to attract consumers to purchase KAI tickets and use the services offered.

### **The Influence of Brand Loyalty on Purchasing Decisions**

Based on the results of the research conducted, brand loyalty influences purchasing decisions. This statement can be seen in the partial t-test in the table, which shows a significance value of  $0.004 < 0.05$  for the brand loyalty variable, indicating a positive and significant influence on purchasing decisions. PT KAI's brand loyalty, as demonstrated by consumer brand selection habits, brand satisfaction, brand fanaticism, and other brand loyalty

strategies that significantly influence consumer purchasing decisions, significantly impacts consumer purchasing decisions.

### **The Influence of Service Quality on Purchasing Decisions**

Based on the results of the research, service quality influences purchasing decisions. This statement can be seen from the partial t-test in the table, which shows a significance value of  $0.001 < 0.05$  for the service quality variable, indicating a positive and significant influence on purchasing decisions. In its service, PT KAI is able to provide timely service, provide excellent customer service, and demonstrate attentiveness and a willingness to assist customers. This has earned PT KAI the trust and confidence of consumers, as demonstrated by the courtesy and knowledge of PT KAI employees, which in turn influences purchasing decisions.

### **The Influence of Purchase Intention on Purchasing Decisions**

Measuring purchase intention for KAI services is crucial to determine whether customers remain loyal or abandon the service. Customers who are happy and satisfied with the service they receive will consider repurchasing the product or service. Purchase intention can be achieved by providing timely service, providing good customer service, and showing attention to and willingness to help customers.

## **CONCLUSION**

Based on research conducted on PT Kereta Api Indonesia's services, regarding the influence of brand communication, brand loyalty, and service quality on purchase intention as intervening variables, the following conclusions can be drawn:

- a. H1 is accepted, that brand communication influences purchase intention with a significance value of  $0.031 < 0.05$ .
- b. H2 is accepted, that brand loyalty influences purchase intention with a significance value of  $0.001 < 0.05$ .
- c. H3 is accepted, that service quality influences purchase intention with a significance value of  $0.001 < 0.05$ .
- d. H4 is accepted, that brand communication influences purchase decisions with a significance value of  $0.010 < 0.05$ .
- e. H5 is accepted, that brand loyalty influences purchase decisions with a significance value of  $0.004 < 0.05$ .
- f. H6 is accepted, stating that service quality influences purchasing decisions with a significance value of  $0.001 < 0.05$ .
- g. H7 is accepted, stating that purchase intention influences purchasing decisions with a significance value of  $0.001 < 0.05$ .

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