Consumer Perceptions about the Paid Baggage Policies and Airline Ticket Buying Decisions at Sultan Syarif Kasim II Airport

Dessi Tsania Ramadani[1], Hutomo Atman Maulana[2]

Program Studi D4 Administrasi Bisnis Internasional Politeknik Negeri Bengkalis

dessitsania@gmail.com[1] , hutomomaulana@gmail.com[2]

Abstract

This study aimed to determine consumer perceptions of the implementation of the paid baggage, the buying decisions an airline ticket after the imposition of a paid baggage policy, and the influence of consumers perceptions on airline ticket buying decisions after the implementation of the paid baggage policy at Sultan Syarif Kasim II Airport in Pekanbaru. This type of research was associative that aimed to determine the relationship between consumer perceptions of buying decisions. The population in this study are consumers who have traveled through Sultan Syarif Kasim II Airport in Pekanbaru with a sample of 100 respondents. The data processing technique in this study was simple linear regression. This research contributes to academic knowledge by highlighting the effect of applying paid baggage policy on airline ticket buying decisions at Sutan Syarif Kasim airport.The results of this study indicate that consumer perceptions are highly perceived on indicators of exposure, attention and interpretation. The airline tickets buying decisions has a moderate buying decisions on cultural, social, personal, and psychological indicators. Consumers perceptions after the implementation about the paid baggage policy have a positive and significant influence on airline ticket buying decisions at Sultan Syarif Kasim II Airport in Pekanbaru, which means that the higher the consumer perceptions, the buying decisions will be increase..

Keywords : Consumer Perceptions, Buying Decisions, Paid Baggage.

1. INTRODUCTION

Public transportation or mass transportation is a passenger transport service by a group travel system that is available for use by the general public. There are 3 modes of public transportation in Indonesia, which operate in Indonesia, namely land transportation, Sea public transportation, Air transportation.

Air transportation such as airplane, this type of public transportation is usually the type of transportation mode that is also widely used because it is more effective and efficient compared to other means of transportation. In addition, the airplane has high safety standards and the plane crash rate is the lowest compared to other transportation. The airplane was chosen because of Indonesia's vast geographical situation and took too long. The development and growth of the aviation industry is inseparable from the increase in the number of air transport service users.

The economical ticket price and free baggage are the reasons passengers use air transportation services for business interests, tourism interests, and various other matters. Free baggage provided by the airline provides facilities for consumers to travel and is an alternative transportation option for consumers to travel between cities with long distances and carry goods with a lot of capacity.

The price of an economical ticket and free baggage is not surprising if there are many problems arising from mismatches of income and income received by the airline so the airline has abolished free baggage and has begun implementing a paid baggage policy. The price of paid baggage at each airline varies based on the type of airplane used, the type of class and the route chosen during the flight.

This airline policy raises a variety of perceptions from consumers, consumer perceptions is a process that begins with the exposure and attention of consumers to marketing stimuli and ends with consumer interpretation (Permatasari and Syarif, 2018). The implementation of paid baggage also to have impact in a decrease in the number of airplane ticket buying after the paid baggage policy is imposed. Makes consumers evaluate the choice of buying plane tickets after the imposition of a paid baggage policy. buying decisions are actions of consumers to want to buy or not to a product. Of the various factors that influence consumers in buying a product or service (Jamarnis dkk., 2017).

The latest research about The Effect of Marketing Deception on Consumer Buying Decision on Facebook (Gaber dkk., 2018). This study explores consumer perception of deceptive practices on that social networking site. The data was collected through an online questionnaire that was posted on several groups on Facebook in Libya. The researchers were able to collect 418 complete questionnaires. The findings indicated the marketing deceptive practices has a negative impact on consumer buying purchasing process. This article contributes to the academic knowledge by Highlighting the damaging effects of marketing deception on consumer behavior. Moreover, it contributes to practice by providing some guidelines to companies to follow when using Facebook in marketing in Libya. By getting away from marketing deceptive practices, companies will be able to yield the best outcomes from marketing on Facebook. The study is limited by the sample size and the sample nature which consisted of Libyan students. Future research can focus on different social networking sites and different age groups. The research about Faktor–Faktor yang Mempengaruhi Keputusan Pembelian Tiket Pesawat pada Online Travel Agent (Sitorus dkk., 2018). The result shows that price, easiness, and comfort have positive significant impact toward customers'trust. Price and easy access have positive impact of customers' decision while comfort does not give significant impact of customers' decision in the variable of customers' decision making. Research about Pengaruh Citra Perusahaan, Kualitas Pelayanan dan Persepsi Konsumen Terhadap Keputusan Pembelian Pada PT. Matahari Department Store (Lagautu dkk., 2019). The results of this study indicate that image variables, service quality and consumer perceptions simultaneously have a positive and significant effect on purchasing decisions at Mantos Department of Sun. Department Store. Partially the image and service quality variables have a positive and significant effect on purchasing decisions. Consumer Perception has a positive and significant effect on purchasing decisions. PT. Matahari Department Store should improve image and pay attention to service quality to increase consumer buying interest in order to maintain consumer trust.

Based on the above background, is one of the interesting things to discuss because is there any influence on airline ticket buying decisions after the implementation of the paid baggage policy. Than the authors are interested in raising the title of the research. "Consumer Perceptions About The Paid Baggage Policies and Airline Ticket Buying Decisions at Sultan Syarif Kasim II Airport."

This research is expected to be beneficial for the parties concerned, while the purpose that can be obtained by conducting this research are:
1. To find out consumer perceptions of the implementation about the paid baggage policy at Sultan Syarif Kasim II Airport Pekanbaru.
2. To find out the airline ticket buying decision at Sultan Syarif Kasim II Airport in Pekanbaru after the implementation of a paid baggage policy.
3. To find out the influence of consumer perceptions on airline ticket buying decisions after the implementation about the paid baggage policy at Sultan Syarif Kasim II Airport in Pekanbaru.

Contribution in this research is for airlines, this research is expected to add information, knowledge and insight about consumer perceptions and ticket buying decisions.

For the general public, as a contribution of thought in providing an overview and knowledge of the implementation of the paid baggage policy and airline ticket buying and provide information to the general public. For researchers, from the results of this study it is hoped that additional reference material can be made for further research.

2. LITERATURE REVIEW

Consumer Perception

The last process of perception is the interpretation of stimuli received by consumers. These interpretations are based on past usage experiences which are stored in the long-term memory of consumers. There are three stages of perception process (Hawkins & Motherbaught in Permatasari, 2018), including:

1. Selective Exposure
    This process occurs when stimuli or stimuli are placed in a person's relevant environment and come from within the range of their receptor sensory nerves. Exposure gives consumers the opportunity to pay attention to existing information that they think will help them in pursuing a goal.
2. Selective Attention
    This process occurs when stimuli activate one or more range of sensory receptors and produce sensations that will be processed in the consumer's brain in the form of receiving repetitive information that will cause attention and selectively choose the information conveyed.
3. Selective Interpretation
    The process by which consumers provide meaning or interpretation of the sensations received. Interpretation is how consumers understand the information received based on the characteristics of stimulant factors, individual factors, and situational factors Interpretation is a belief in a product whether the product is of good quality or not.

Buying Decision

Consumer buying decisions are to buy the most preferred brand from various alternatives, but two factors can be between purchase intention and purchase decision (Kotler and Amstrong in Simarmata and Hanifa, 2017). There are four factors that influence consumer buying behavior (Kotler in Abdurrahman, 2015):

1. Cultural factors.
    Culture is a collection of basic values, perceptions, desires and behaviors that are learned by members of society and family and other important institutions". Cultural factors consist of culture, sub-culture, and social class. Subcultures are groups of people whose various value systems are based on life experiences and common situations. Social class is a relatively permanent and tiered division in a society where members share the same interests and behaviors
2. Social factors consist of the reference group, family, role and status.
    Reference groups are small groups of consumers, such as college friends, colleagues, neighborhoods. Factors of family members also influence, such as father, mother, brother, sister and so on. The role of consumers in the study consists of five roles, namely as a User, Buyer, Initiative, Intervener), and role as a decision maker (decider)
3. Personal factors
    Personal factors consist of age and stage of the buyer's life cycle, occupation, economic situation, lifestyle, personality, and self-concept.
4. Psychological factors
    Psychological factors consist sf motivation, perception, learning, self-confidence and attitudes.

Paid Baggage

Lion Air and Wings Air are airlines that apply paid baggage. Lion Air Group (JT, IW) officially enforces the elimination of the free baggage policy or FBA for all domestic routes to passengers. Passengers only get free facilities for cabin baggage weighing a maximum of 7kg and one personal item such as a laptop bag, carry-on bag, and the like.

The maximum dimensions for cabin baggage are 40 cm x 30 cm x 20 cm. Passengers who exceed these conditions will be subject to additional fees. Lion Air Group's Corporate Communications Strategic has prepared an electronic data capture (EDC) machine to minimize queues at the counters.

According to Lion Air's official website, Lion Air and Wings Air baggage rates vary depending on weight and flight route. Baggage rates vary by route. For example, a direct flight from Jakarta to Bali costs IDR 155,000 for an additional five kilograms of baggage. Meanwhile, Jakarta-Banyuwangi flights with connecting flights from Jakarta to Surabaya, Surabaya-Banyuwangi using Lion Air and Wings Air are charged IDR 125,000 for an additional 5 kilograms of baggage. Prospective passengers can buying baggage in advance at a lower price along with ticket buying or a maximum of 6 hours before departure. (https://www.tribunnews.com. accessed date 22nd July 2019).

Framework

In this study the authors propose a framework that has two variables, namely the dependent variable observed is the Buying Decisions (Y) and the independent variable is the Consumer perceptions about the Paid Baggage (X). Based on the above thoughts, a framework of thought can be described as follows:
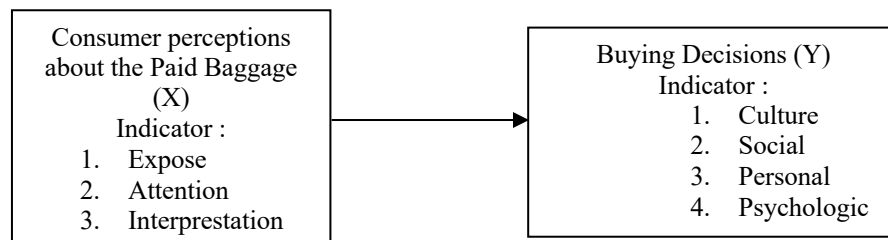

Figure 1. Framework
Source: Processed data 2020

3. RESEARCH METHOD

In this research, the associative method is used to explain consumer perceptions about the paid baggage policy and airline ticket buying decisions at Sultan Syarif Kasim II Airport Pekanbaru. The research location was conducted at Sultan Syarif Kasim II Airport in Pekanbaru. In this research used a sample of 100 people.

In this study researchers used questionnaire data collection techniques. study the data processing technique used is tabulation and SPSS (Statistical Product and Service Solution). The tabulation is used to see consumer perceptions of the implementation about the paid baggage policy at the Sultan Syarif Kasim II Airport in Pekanbaru and to see the airline ticket buying decisions at Sultan Syarif Kasim II Airport in Pekanbaru after the implementation the paid baggage. SPSS is used to see the effect of consumers perceptions about the paid baggage and airline ticket buying decisions after the implementation of a paid baggage policy at Sultan Syarif Kasim II Airport in Pekanbaru using simple linear regression analysis. The hypotheses in this study are:

H_1 : Consumer perceptions influence buying decisions after the paid baggage policy is implemented

4.   RESULT AND DISCUSSION
Result of the Descriptive

Measurement of respondent variables towards consumer perceptions uses 3 indicators, namely: Exposure, Attention and Interpretation with a measurement scale of 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree. The results of data collection and measurement of the response rate for each indicator are shown in table 1 bellow:

Table 1. Frequency Distribution of Consumer Perceptions Variable

Indicator	Indicator Question		Frequency Distribution					Total	Mean	Category
			SS	S	R	TS	STS			
			5	4	3	2	1			
Exposure	Consumer Percepsions 1	Frek	22	50	18	7	3	100	3.81	High
		Skor	110	200	54	14	3	381		
	Consumer Percepsions 2	Frek	24	50	19	7	0	100	3.91	High
		Skor	120	200	57	14	0	391		
	Consumer Percepsions 3	Frek	31	37	20	6	6	100	3.81	High
		Skor	155	148	60	12	6	381		
Attention	Consumer Percepsions 4	Frek	47	39	11	2	1	100	4.29	Very High
		Skor	235	156	33	4	1	429		
	Consumer Percepsions 5	Frek	48	38	9	5	0	100	4.29	Very High
		Skor	240	152	27	10	0	429		
Interpretation	Consumer Percepsions 6	Frek	38	40	19	1	2	100	4.11	Very High
		Skor	190	160	57	2	2	411		
	Consumer Percepsions 7	Frek	14	27	39	15	5	100	3.3	Moderate
		Skor	70	108	117	30	5	330		
	Consumer Percepsions 8	Frek	16	37	34	7	6	100	3.5	Moderate
		Skor	80	148	102	14	6	350		
Total			240	318	169	50	23	800	3.86	High
			1200	1272	507	100	23	3102		

Source : Processed data 2020

Based on the results from Table 1. It can be concluded from the 3 indicators of consumer perceptions as follows:

1.   Exposure

The statement regarding the exposure indicator with questions about the implemented of paid baggage information has the highest mean score of 3.91. This shows that the delivery of information on the implementation of paid baggage is conveyed well and can be understood by consumers.

2.   Attention

The statement of the attention indicator with the question about the implemented of paid baggage makes consumers selective in choosing airline tickets and information on the implemented of paid baggage into consideration in choosing airline tickets has the highest mean score of 4.29. This shows that after the implementation of paid baggage, consumers become selective and become a consideration in choosing airline tickets.

3.   Interpretation
The statement of the interpretation indicator with the question of trust in a particular airline being a consideration for consumers in buying paid baggage has the highest mean score of 4.11. Meanwhile, the statement about knowledge of paid baggage makes consumers choose paid baggage, having the lowest mean score of 3.3. This shows that after the paid baggage information is received by consumers, this becomes a consideration for consumers in buying paid baggage, while some consumers, even though they have received knowledge about paid baggage, do not affect their choice of paid baggage.

From all the indicators that have been questioned, it can be concluded that the total mean variable of consumer perceptions of the implementation paid baggage has a mean score of 3.86 which has a high mean score, so it can be concluded that after the implementation of paid baggage raises various aspects of consumer perceptions as questioned in the indicator question. Furthermore, the descriptive statistics of respondents on buying decisions. Measurement of response variables to ticket buying decisions uses 4 indicators, namely: cultural factors, social factors, personal factors, and sociological factors. The results of data collection and measurement of the response rate for each indicator are shown in table 2. the following:

Table 2. Frequency Distribution of Buying Decisions Variable

Indicator	Indicator Question		Frequency Distribution					Total	Mean	Category
			SS	S	R	TS	STS			
			5	4	3	2	1			
Cultural Factors	Buying Decisions 1	Frek	20	40	25	11	4	100	3.61	High
		Skor	100	160	75	22	4	361		
	Buying Decisions 2	Frek	9	15	25	25	26	100	2.56	Moderate
		Skor	45	60	75	50	26	256		
	Buying Decisions 3	Frek	10	12	24	23	31	100	2.47	High
		Skor	50	48	72	46	31	247		
	Buying Decisions 4	Frek	25	39	30	3	3	100	3.8	Moderate
		Skor	125	156	90	6	3	380		
	Buying Decisions 5	Frek	9	20	45	16	10	100	3.02	Moderate
		Skor	45	80	135	32	10	302		
	Buying Decisions 6	Frek	10	49	28	8	5	100	3.51	High
		Skor	50	196	84	16	5	351		
Social Factors	Buying Decisions 7	Frek	22	41	13	15	9	100	3.52	High
		Skor	110	164	39	30	9	352		
	Buying Decisions 8	Frek	22	49	16	9	4	100	3.76	High
		Skor	110	196	48	18	4	376		
	Buying Decisions 9	Frek	15	34	22	17	12	100	3.23	Moderate
		Skor	75	136	66	34	12	323		
	Buying Decisions 10	Frek	19	34	19	16	12	100	3.32	Moderate
		Skor	95	136	57	32	12	332		
	Buying Decisions 11	Frek	18	37	16	16	13	100	3.31	Moderate
		Skor	90	148	48	32	13	331		
Personal Factors	Buying Decisions 12	Frek	6	29	30	20	15	100	2.91	Moderate
		Skor	30	116	90	40	15	291		
	Buying Decisions 13	Frek	8	29	36	15	12	100	3.06	Moderate
		Skor	40	116	108	30	12	306		
	Buying Decisions 14	Frek	12	32	36	13	7	100	3.29	Moderate
		Skor	60	128	108	26	7	329		

	Buying Decisions 15	Frek	12	34	31	16	7	100	3.28	Moderate
		Skor	60	136	93	32	7	328	
	Buying Decisions 16	Frek	18	38	26	12	6	100	3.5	
		Skor	90	152	78	24	6	350		Moderate
	Buying Decisions 17	Frek	11	25	32	21	11	100	3.04	Moderate
		Skor	55	100	96	42	11	304	
	Buying Decisions 18	Frek	15	34	29	12	10	100	3.32	Moderate
		Skor	75	136	87	24	10	332	
	Buying Decisions 19	Frek	12	34	34	12	8	100	3.3	Moderate
		Skor	60	136	102	24	8	330	
	Buying Decisions 20	Frek	10	26	29	24	11	100	3	Moderate
		Skor	50	104	87	48	11	300	
	Buying Decisions 21	Frek	16	52	18	10	4	100	3.66	High
		Skor	80	208	54	20	4	366	
	Buying Decisions 22	Frek	16	48	25	6	5	100	3.64	High
		Skor	80	192	75	12	5	364	
Psychological Factors	Buying Decisions 23	Frek	25	45	17	8	5	100	3.77	High
		Skor	125	180	51	16	5	377	
	Buying Decisions 24	Frek	16	33	33	14	4	100	3.43	High
		Skor	80	132	99	28	4	343	
	Buying Decisions 25	Frek	10	28	31	20	11	100	3.06	Moderate
		Skor	50	112	93	40	11	306	
	Buying Decisions 26	Frek	14	29	31	14	12	100	3.19	Moderate
		Skor	70	116	93	28	12	319	
	Buying Decisions 27	Frek	13	34	29	15	9	100	3.27	Moderate
		Skor	65	136	87	30	9	327	
TOTAL			**393**	**920**	**730**	**391**	**266**	**2700**	**3.29**	**Moderate**
			1965	**3680**	**2190**	**782**	**266**	**8883**	

Source : Processed data 2020

Based on the results of Table 2. it can be concluded from the 4 indicators of buying decisions as follows:

1. Cultural factors

   The statement of cultural factor indicators with questions about consumers buying plane tickets because they are used to using planes has the highest mean score of 3.6 and the lowest score with questions about consumers buying airline tickets because it is in accordance with religion, has a mean score of 2.47. This shows that ticket buying decisions have an effect on how often and habitually consumers use planes as a means of transportation, while questions about consumers buying airline tickets because according to religion have a low effect on ticket buying decisions.

2. Social factors

   Statement of social factor indicators with questions about consumers buying airline tickets because recommendations from colleagues or friends have the highest mean score of 3.76 with a very high category level, and the lowest score with questions about I bought airline tickets because of recommendations from parents, has a mean score 3.23. This shows that recommendations from colleagues or friends influence consumers in buying airline tickets rather than recommendations from parents.

3. Personal factors

   The statement from the personal factor indicator with questions about using airline tickets to increase self-confidence had the highest mean score of 3.32. and the lowest score with questions about airline tickets sold according to old age, the mean score is

2.91. This shows that using an airline deck increases self-confidence due to experience in flying rather than not having flown at all, while airline tickets sold according to the age of the elderly have a low value on consumer decisions.

4. Psychological factors

Statements from psychological indicators with questions about consumers buying airline tickets because they received positive responses from other users who had the highest mean score of 3.77 and the lowest score with questions about airline tickets sold because they were in accordance with hobbies, had a mean score of 3.6. This shows that other people's perceptions of experiences of something have an influence on the consumer buying decision-making process.

From all the indicators that have been questioned, it can be concluded that the total variable of the airline tickets buying decision after the enactment of the paid baggage policy has a mean score of 3.29 with a moderate category level, it can be concluded that after the implementation of paid baggage raises various aspects of airline ticket purchase decisions as mentioned has been asked in the question indicator.

Correlation Analysis Test

The correlation test uses the Pearson product moment method to test the hypothesis:

H_0: $\rho = 0$ (There is no linear relationship between consumer perception about the paid baggage variables (X) on airline ticket buying decisions (Y) after the implementation of the paid baggage policy)

H_1: $\rho \neq 0$ (There is a linear relationship between the consumer perceptions about the paid baggage variable (X) on the flight ticket buying decisions (Y) after the implementation of the paid baggage policy)

The results of the correlation test using the Pearson product moment method are shown in Table 3. below this:

Table 3. Correlation Analysis Test Results

Variable	Pearson Correlation	Sig.
Consumer perceptions about the paid baggage (X)	0,338	0,001
Buying Decisions (Y)	0,338	0,001

Source : SPSS processed data 2020

Based on Table 3. It can be seen that the P value (significant) is $0.001 < \alpha = 0.05$, then H_0 is rejected, so it can be concluded that there is a linear relationship between consumer perceptions variables on the airline tickets buying decisions after the implementation of the paid baggage policy). The simple correlation test results have a Pearson Correlation value of 0.338 so it can be concluded that the correlation value is in the low category.

Simple Linear Regression Analysis Test

Simple regression is carried out to test the hypothesis:

H_0: $b = 0$ (There is no significant influence between consumer perceptions about the paid baggage variables (X) on the airline ticket buying decisions (Y) after the implementation of the paid baggage policy)

H_1: $b \neq 0$ (There is a significant influence between consumer perceptions about the paid baggage variables (X) on the airline ticket buying decision (Y) after the implementation of the paid baggage policy)

The results of the simple regression analysis can be seen in Table 4. as follows:

Table 4. Simple Linear Regression Test Results

Model	Unstandardized Coefficients Beta	T	Sig.
Constant	44,668	3,553	0,001
Consumer Percepsions about the Paid Baggage	1,424	3,555	0,001
R square	0,114		

Source : SPSS processed data 2020

After data processing is assisted with SPSS 22, the significance value is 0.001 <0.05, then H_1: $b \neq 0$ (There is a significant influence between consumer perceptions about the paid baggage variables (X) on the airline ticket buying decisions (Y) after the implementation of the paid baggage policy) is accepted. Obtained the value of Constant (a) of 44.668. while the regression coefficient (b) of 1.424 is positive. So that the simple linear regression equation can be written as follows:

Y = a + bX
Y = 44,668 + 1,424X

From Table 4. above shows the coefficient calculation results in the regression equation obtained a constant of 44.668 which means that if there is no consumer perceptions about the paid baggage (X), the value of the buying decisions (Y) is 44.668. From the results of this study, it can be described in the following figure:
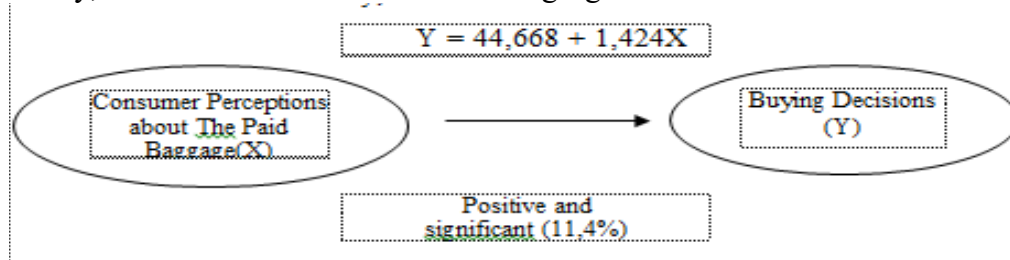

Figure 2. Results of Research Model
Source : Processed data 2020

The regression model gives the result that the independent variable shows a positive and significant sign of 11.14%. Based on the above results it can be concluded that:

1. The coefficient of determination (R square) is 0.114. This means that the effect of the independent variable (consumer perceptions) on the dependent variable (buying decisions) is 11.4%.
2. Obtained regression coefficient X is 1.424, which means it shows a positive direction, so it can be said that the direction of the influence of variable X on Y is positive.

Descriptive statistical analysis of respondent variables on consumer perceptions of the implementation about the paid baggage and airline ticket buying decisions at Sultan Syarif Kasim II Airport Pekanbaru as follows:

1. The average number of variable consumer perceptions of the implementation about the paid baggage which has a high category, it can be ignored that consumer perceptions of consumer perceptions are responsible for indicators of exposure, attention and interpretation.
2. All of the indicators that have been questioned, it can be rejected, that the total variable of the airline tickets buying decisions after the implementation about the paid baggage policy has mean score with a moderate category level, it can cancel that the buying decisions after the implementation of paid baggage moderate buying decisions affect cultural, personal, and psychological indicators.

Analysis of hypothesis testing between consumer perception variables on purchasing decisions using simple correlation and regression tests. Hypothesis testing analysis can be seen as follows:

1. Simple Correlation Analysis

    Based on the results of the simple correlation test in table 3. Using the Pearson product moment method, it is known that the P value (significant) is $0.001 < \alpha = 0.05$, so H0 is rejected, so it can be concluded that there is a linear relationship between consumer perceptions variables on the airline ticket buying decisions after the implementation about the paid baggage policy. In addition, the pearson correlation for the independent variables and the dependent variable has a value of 0.338, so it can be concluded that the correlation value is in the low category.

2. Simple Linear Regression Analysis

    Regression analysis is used to determine how the dependent variable, namely buying decisions, can be predicted through the independent variable, namely individual consumer perceptions. In table 4. Obtained the coefficient of determination (R square) from the simple correlation test of 0.114. This means that the influence of the independent variable (consumer perception) on the dependent variable (purchase decision) is 11.4%. Each one-unit increase in perception will increase the purchasing decision by 0.114. Obtained the regression coefficient X is 1.424 which means it shows a positive direction, so it can be said that the direction of the influence of the variable X on Y is positive. Then the statement H_1: $b \neq 0$ (There is a significant influence between consumer perceptions about the paid baggage variables (X) on the airline tickets buying decisions (Y) after the implementation of the paid baggage policy is accepted. That mean Consumer perception after the implementation about the paid baggage policy is enforced has a positive and significant influence on airline ticket buying decisions at Sultan Syarif Kasim II Airport in Pekanbaru, which means that the higher the consumer perceptions, the buying decision will be increase.

Contribution in this research is for airlines, this research is expected to add information, knowledge and insight about consumer perceptions and ticket buying decisions. For the general public, as a contribution of thought in providing an overview and knowledge of the implementation of the paid baggage policy and airline ticket buying and provide information to the general public. For researchers, from the results of this study it is hoped that additional reference material can be made for further research.

5. CONCLUSION AND SUGGESTION

Consumer perceptions of the implementation about the paid baggage policy at Sultan Syarif Kasim II Airport in Pekanbaru are highly perceived by indicators of exposure, attention and interpretation. Airline tickets buying decisions at Sultan Syarif Kasim II Airport in Pekanbaru after the implementation about the paid baggage policy has a moderate buying decisions on cultural, social, personal, and psychological indicators. Consumer perception after the implementation about the paid baggage policy is enforced has a positive and significant influence on airline ticket buying decisions at Sultan Syarif Kasim II Airport in Pekanbaru, which means that the higher the consumer perceptions, the buying decision will be increase.

Based on the conclusions obtained in this study, the following suggestions are proposed. For researchers who want to review and re-examine, it is recommended to further expand the number of variables, research indicators and deepen the theoretical so that it enriches science. Based on the results of the study the influence of consumer perceptions affects 11.4% and more influenced by others and can be used as further research material.

This research has been attempted and carried out in accordance with scientific procedures, however there are some limitations that limit this research, including: This study uses an online questionnaire so that the lack of caring and seriousness in answering all the statements provided. This study only measures the effect of consumers' perceptions on ticket buying decisions after the implementation of the paid baggage policy. Other factors are not examined, so the results of this study do not really describe the level of consumer perceptions of ticket buying decisions after the enactment of the paid baggage policy at Sultan Airport Syarif Kasim II Pekanbaru.

6. REFERENCES

Anatasia R. dan Amdani, S. 2019. Daftar Lengkap Tarif Baru Bagasi Lion Air dan Wings Air 2019, Mulai Rp 155.000 per 5 Kg. (online) https://www.tribunnew.com. (accessed 22 July 2019)

Gaber, H., Labib, A. and Salem, K., 2018. The Effect of Marketing Deception on Consumer Buying Decision on Facebook. An Empirical Study on University Students In Libya. *European Journal of Business and Innovation Research*, Vol.6, No.3.

Jamarnis, S, and Susanti, F., 2017. Pengaruh Harga dan Periklanan Melalui Internet Terhadap Keputusan Pembelian Produk Sabun Merek Lux Pada Mahasiswa STIE "KBP" Padang. Vol.3 No 3.

Lagautu, J., Supandi, A.S. and Sepang, J., 2019. Pengaruh Citra Perusahaan, Kualitas Pelayanan Dan Persepsi Konsumen Terhadap Keputusan Pembelian Pada PT. Matahari Department Store Mantos. *Jurnal EMBA*. Vol.7 No.1.

Permatasari A, dan Syarif, O. O. 2018. Analisis Positioning Gerai Minimarket Berdasarkan Persepsi Konsumen di Kota Bandung (Studi Pada Alfamart, Circle K, Indomaret, Sb Mart, dan Yomart). *Jurnal Wacana Ekonomi*. Vol.17 No.03

Simarmata O.W. dkk. (2017). Pengaruh Bauran Promosi Terhadap Keputusan Pembelian Tiket Moda Angkutan Kereta Api Argo Jati Tahun 2017. *Jurusan D3 Manajemen Pemasaran.* Vol. 3 No. 2.

Sitorus, P.P., Keke, Y. and Sitorus, M.R., 2018. Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Tiket Pesawat pada Online Travel Agent. *Jurnal Manajemen Bisnis Transportasi Dan Logistik*. Vol. 4 No. 2.