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The Influence of Price and Brand Image on Consumer Decision in Airport Taxi Services: Evidence from Puskopau Taxi at Halim Perdanakusuma Airport

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Abstract

The rapid growth of Indonesia's transportation industry has intensified competition among transportation service providers, including airport taxi operators. In this increasingly competitive environment, companies are required to understand the factors influencing consumer decisions in selecting transportation services. Price and brand image are among the marketing factors frequently associated with consumer decision-making behavior. This study aims to analyze the influence of price and brand image on consumers' decisions to choose Puskopau Taxi services at Halim Perdanakusuma Airport. The study employed a quantitative approach using an explanatory survey method. The research population consisted of users of Puskopau Taxi services at Halim Perdanakusuma Airport, with a sample of 99 respondents selected using accidental sampling, a non-probability sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression, t-tests, F-tests, and the coefficient of determination (R^2). The findings indicate that price does not have a significant effect on consumer decision-making ($p = 0.732$). In contrast, brand image has a positive and significant effect on consumer decisions ($p < 0.001$). Simultaneously, price and brand image significantly influence consumer decisions, as indicated by an F-value of 23.043 ($p < 0.001$). The coefficient of determination (R^2) of 0.324 indicates that 32.4% of the variation in consumer decisions is explained by the research model, while the remaining 67.6% is influenced by other factors outside the model. The study concludes that brand image is the dominant factor influencing consumers' decisions to choose Puskopau Taxi services. These findings provide practical insights for transportation service providers in formulating marketing strategies that prioritize strengthening brand image to improve consumer preference and competitiveness.

Keywords: Price, Brand Image, Consumer Decision, Transportation Service, Puskopau Taxi.

Introduction

Transportation is one of the most important sectors in supporting community mobility, economic growth, and business, educational, and social activities. As public mobility continues to

increase, the demand for transportation services that are fast, safe, comfortable, and easily accessible has also grown significantly. Air transportation has become one of the preferred modes of travel because it offers greater time efficiency. Within the air transportation system, the availability of reliable ground transportation at airports constitutes an essential component of passengers' travel chains. Consequently, the quality of airport ground transportation services plays a crucial role in determining the overall travel experience.

Halim Perdanakusuma Airport is one of the major airports serving the mobility needs of people in Jakarta and its surrounding areas. According to the Transportation Statistics of DKI Jakarta Province 2024 published by Statistics Indonesia (BPS) of DKI Jakarta Province, Halim Perdanakusuma Airport served 3,357,065 passengers, consisting of 1,698,206 departing passengers and 1,658,859 arriving passengers, with approximately 99.80% of them traveling on domestic flights. The high volume of passenger traffic indicates a substantial demand for ground transportation services to and from the airport, thereby creating significant business opportunities while intensifying competition among ground transportation providers, including conventional taxi operators and app-based transportation services.

The increasing number of passengers at Halim Perdanakusuma Airport has been accompanied by a growing variety of available ground transportation options, including conventional taxis, airport taxis, and app-based ride-hailing services. This situation has intensified competition among transportation service providers in attracting and retaining customers. Consequently, companies are required not only to provide accessible and reliable services but also to offer competitive pricing and establish a strong brand image in order to remain the preferred choice of consumers.

Such competition requires every transportation service provider to maintain customer trust through effective marketing strategies. In the service industry, consumers consider not only service availability but also evaluate various attributes associated with the company before deciding to use a particular service. Therefore, understanding the factors influencing consumer decision-making is essential for developing marketing strategies capable of enhancing a company's competitive advantage.

Among the officially authorized transportation providers operating at Halim Perdanakusuma Airport is Puskopau Taxi, which competes alongside several other taxi companies. The presence of multiple transportation operators provides consumers with numerous alternatives when selecting airport transportation services. Under these circumstances, transportation companies must compete not only through operational excellence but also by establishing favorable consumer perceptions through appropriate pricing strategies and a strong brand image capable of influencing consumer decisions in selecting transportation services.

From a marketing perspective, price is one of the key elements of the marketing mix that directly influences consumers' perceptions of the value of a product or service. According to Kotler, Keller, and Chernev (2022), price represents the amount of value that consumers must sacrifice in exchange for obtaining the benefits of a product or service. In addition to price, brand image is another important factor because it reflects consumers' perceptions regarding a brand's reputation, quality, and trustworthiness, which are formed through both experience and information received by consumers (Keller, 2022). In the transportation service sector, these two factors are expected to influence consumers' decisions when selecting a transportation service

provider.

The relationship between price, brand image, and consumer decision-making has been extensively examined across various business sectors. Studies conducted by Darmansah and Yosepha (2020), Kusuma, Wijayanto, and Listyorini (2022), Cahyaningtyas et al. (2023), Ramadhani and Ahmadi (2024), Ratnasari and Suhartono (2024), Nasution (2025), and Yosepha (2025) generally found that both price and brand image significantly influence purchase decisions and service usage decisions. Similar findings were reported by Nanda and Keni (2022), Wulandari, Izzuddin, and Reskiputri (2024), and Matondang and Risal (2025), who concluded that consumers' perceptions of price and brand image positively contribute to consumer decision-making. Furthermore, Cahaya et al. (2025) demonstrated that service quality and consumer trust further strengthen consumers' decisions to use a service. Overall, these studies suggest that price and brand image are important determinants of consumer behavior, although the magnitude of their effects may vary depending on industry characteristics and service contexts.

Despite the substantial body of literature demonstrating the influence of price and brand image on consumer decisions, previous studies have produced inconsistent findings. Some studies identify price as the dominant determinant, whereas others emphasize the greater importance of brand image, service quality, or consumer trust in influencing service usage decisions. These inconsistencies indicate that the effects of price and brand image are highly dependent on the characteristics of the industry and service context under investigation. In the context of airport transportation services, consumer decisions are influenced not only by fare considerations but also by factors such as safety, comfort, accessibility, and the reputation of the service provider. Therefore, the relationships among price, brand image, and consumer decision-making in airport taxi services warrant further empirical investigation.

In addition to the inconsistent findings, most previous studies have focused on retail businesses, consumer goods, or app-based transportation services. Research specifically examining the influence of price and brand image on consumer decisions in airport taxi services, particularly Puskopau Taxi at Halim Perdanakusuma Airport, remains relatively limited. Accordingly, this study is expected to contribute empirically to the marketing literature by enriching the understanding of the factors influencing consumers' decisions in selecting airport taxi services.

Based on the foregoing discussion, this study aims to analyze the effect of price on consumers' decisions to choose Puskopau Taxi at Halim Perdanakusuma Airport, examine the effect of brand image on consumers' decisions, and investigate the simultaneous effects of price and brand image on consumers' decisions to choose Puskopau Taxi at Halim Perdanakusuma Airport. The findings are expected to contribute to the advancement of marketing knowledge, particularly in transportation service marketing, while also providing practical recommendations for the management of Puskopau Taxi in developing more effective marketing strategies to enhance the company's competitiveness.

Based on the theoretical framework and previous empirical findings, the research hypotheses are formulated as follows:

H1: Price has a positive and significant effect on consumers' decision to choose Puskopau Taxi.

H2: Brand image has a positive and significant effect on consumers' decision to choose Puskopau Taxi.

H3: Price and brand image simultaneously have a positive and significant effect on consumers' decision to choose Puskopau Taxi.

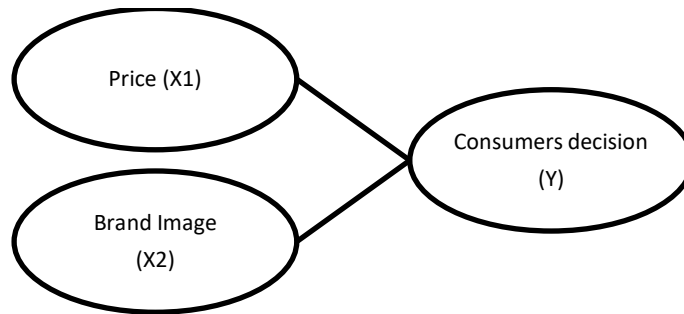


Figure 1. Research Conceptual Framework

Research Method

This study employed a quantitative research method using a survey approach. According to Sekaran and Bougie (2021), quantitative research is designed to examine relationships among variables through systematic measurement and statistical analysis, thereby producing findings that can be generalized to the target population. The study was conducted at Halim Perdanakusuma Airport, East Jakarta, from June 12 to July 7, 2017.

The population comprised all users of Puskopau Taxi services at Halim Perdanakusuma Airport. The population size was determined based on the operational passenger records obtained from the Puskopau Taxi Operational Unit for the period of December 2016 to May 2017. During this six-month period, a total of 150,400 passenger trips were recorded, equivalent to an average of 25,066 passengers per month. The average monthly number of passengers was used as the population size for this study.

The sampling technique employed was accidental sampling, a non-probability sampling method in which respondents are selected based on their availability and willingness to participate when encountered by the researcher at the study location (Sekaran & Bougie, 2021). This technique was considered appropriate because the target population was dynamic and random sampling was not feasible. Respondents were required to meet the following criteria: (1) had used Puskopau Taxi services at least once, (2) were at least 17 years of age, and (3) were willing to complete the research questionnaire.

The sample size was determined using the Slovin formula with a margin of error of 10%.

$$n = \frac{N}{1 + Ne^2}$$

N = 25,066 (population size)

e = 10% (margin of error)

Based on the calculation, the minimum required sample size was 99 respondents.

The Slovin formula was employed to estimate the minimum number of respondents required to conduct multiple regression analysis adequately. Since accidental sampling is a non-probability sampling technique, the findings are interpreted according to the characteristics of the obtained sample, and the generalization of results is therefore limited.

The study utilized both primary and secondary data. According to Faisal (2022), combining these two sources enhances the completeness of information and improves the scientific rigor of the research findings. Primary data were collected through a structured questionnaire using a five-point Likert scale, consisting of Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5). Secondary data were obtained from books, scientific journals, company documents, and operational records of Puskopau Taxi relevant to the research.

The operational definitions of variables served as the basis for developing the research instrument using indicators derived from established theories. The study examined three variables: Price (X_1), Brand Image (X_2), and Consumer Decision (Y).

Table 1. Operational Definition of Research Variables

Variable	Indicators	Total Items	Source
Price (X_1)	Cost-based, Competition-based, Value-based Pricing	9	Kotler & Keller (2022)
Brand Image (X_2)	Salience, Performance, Imagery, Judgments, Feelings, Resonance Problem	12	Keller (2013); Kotler & Keller (2022)
Consumer Decision (Y)	Recognition, Information Search, Alternative Evaluation, Purchase Decision, Post-purchase Evaluation	10	Kotler & Keller (2022)

Source: Processed by the authors based on survey data (2017).

Data analysis was performed using IBM SPSS. According to Ghazali (2021), multiple linear regression analysis is appropriate for examining the influence of two or more independent variables on a dependent variable. Hair, Black, Babin, and Anderson (2022) further stated that

multiple regression is an effective statistical technique for simultaneously analyzing relationships among variables in marketing research.

The data analysis procedure included validity testing, reliability testing, and classical assumption tests, comprising normality, multicollinearity, and heteroscedasticity tests. Subsequently, multiple linear regression analysis, partial significance tests (t-tests), simultaneous significance tests (F-tests), and the coefficient of determination (R^2) were conducted to examine the effects of Price and Brand Image on consumers' decisions to choose Puskopau Taxi at Halim Perdanakusuma Airport. Prior to hypothesis testing, the regression model was evaluated through the classical assumption tests to ensure that all assumptions required for multiple linear regression analysis were satisfied.

Results and Discussion

This study involved 99 respondents who had used Puskopau Taxi services at Halim Perdanakusuma Airport. Respondents' characteristics were analyzed based on gender, age, and occupation to provide an overview of the research sample.

Table 2. Respondent Characteristics

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Male	49	49.5
	Female	50	50.5
	Total	99	100.0
Age	<20 years	2	2.0
	21–30 years	23	23.2
	31–40 years	36	36.4
	41–50 years	33	33.3
	>51 years	5	5.1
	Total	99	100.0
Occupation	Student	8	8.1
	Civil servant	12	12.1
	Private employee	28	28.3
	Entrepreneur	36	36.4
	Others	15	15.2
	Total	99	100.0

Source: Processed by the authors based on survey data (2017).

As presented in Table 2, female respondents slightly outnumbered male respondents,

accounting for 51% and 49%, respectively. Most respondents were aged 31–40 years (37%), followed by those aged 41–50 years (33%). Regarding occupation, the largest proportion of respondents were entrepreneurs (37%), followed by private-sector employees (28%). These findings indicate that the respondents represented diverse demographic backgrounds, providing an adequate representation of Puskopau Taxi users.

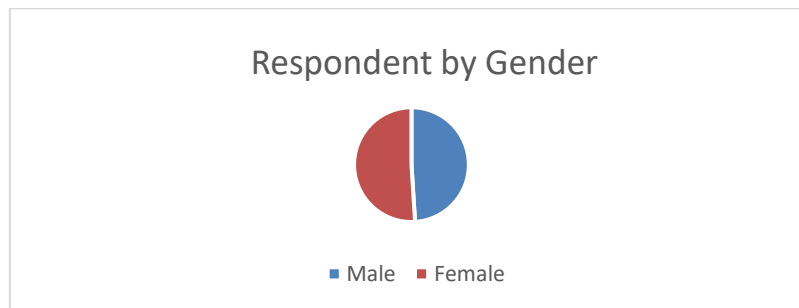


Figure 2. Respondents by Gender

Table 3. Validity Test Results

Variable	Number of Items	Range of Calculate d r-Values	r-Table
Price	9	0,464–0,737	0,165
Brand Image	18	0,237–0,732	0,165
Purcase Decision	13	0,284–0,697	0,165

Source: Processed by the authors based on survey data (2017).

The validity test results indicate that all 40 questionnaire items produced Pearson correlation coefficients exceeding the critical value of 0.165, indicating that all measurement items are valid. The validity assessment was conducted using the Pearson Product-Moment correlation method. Therefore, all indicators adequately measured their respective constructs and were appropriate for subsequent analyses.

Uji Reliabilitas

Tabel 4. Hasil Uji Reliabilitas

Variable	Cronbach Alpha	Interpretation
Price	0,742	Reliabel
Brand Image	0,740	Reliabel
Purcase Decision	0,730	Reliabel

Source: Processed by the authors based on survey data (2017).

As shown in Table 4, all variables obtained Cronbach's Alpha values above 0.70, indicating satisfactory internal consistency. Therefore, the research instrument was considered reliable for data collection.

Table 5. Normality Test Results

Variable	Kolmogorov–Smirnov Z	Asymp. Sig.	Interpretation
Price	1.188	0.119	Normally distributed
Brand Image	1.564	0.015	Not Normally Distributed
Consumer Decision	1.238	0.093	Normally distributed

Source: Processed by the authors based on survey data (2017).

Normality was assessed using the Kolmogorov–Smirnov test. The Price and Consumer Decision variables produced significance values of 0.119 and 0.093, respectively. The Brand Image variable yielded an Asymp. Sig. value of 0.015, consistent with the original SPSS output used in this study.

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF	Interpretation
Price	0.870	1.149	No multicollinearity
Brand Image	0.870	1.149	No multicollinearity

Source: Processed by the authors based on survey data (2017).

The multicollinearity test showed that both independent variables had Tolerance values greater than 0.10 and Variance Inflation Factor (VIF) values below 10, indicating that no multicollinearity existed among the independent variables.

Table 7. Glejser Test Results

Variable	Sig.	Interpretation
Price	0.205	No heteroscedasticity
Brand Image	0.048	Heteroscedasticity detected

Source: Processed by the authors based on survey data (2017).

Heteroscedasticity was examined using the Glejser test. The significance values for Price (0.205) and Brand Image (0.048) were reported according to the original SPSS output and served as the basis for evaluating the regression assumptions.

Table 8. Multiple Linear Regression Results

Variable	Coefficient (B)	Sig.
Constant	25.280	0.000
Price	0.036	0.732
Brand Image	0.352	0.000

Source: Processed by the authors based on survey data (2017).

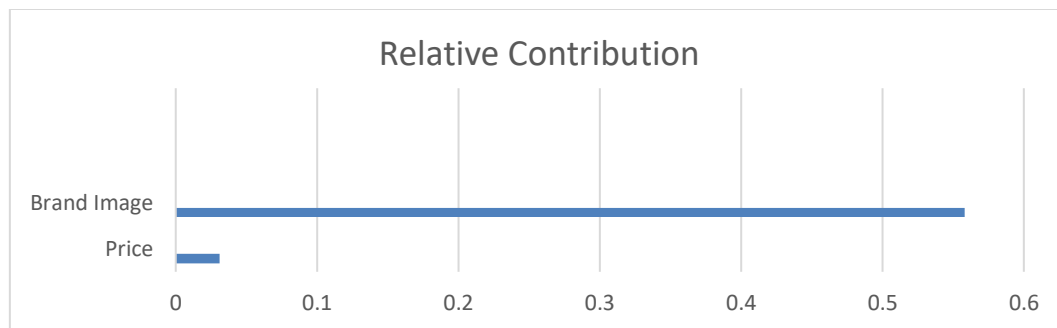


Figure 3: Relative Contribution of the Independent Variables

The estimated multiple regression equation is:

$$Y = 25,280 + 0,036X_1 + 0,352X_2$$

The equation indicates that, holding other variables constant, the baseline value of Consumer Decision is 25.280. The regression coefficient for Price (0.036) suggests that a one-unit increase in perceived price would increase consumer decision by 0.036 units, assuming other variables remain constant. Meanwhile, the regression coefficient for Brand Image (0.352) indicates that a one-unit improvement in brand image would increase consumer decision by 0.352 units.

Based on the standardized beta coefficients, Brand Image ($\beta = 0.558$) contributed substantially more to explaining consumer decisions than Price ($\beta = 0.031$). Therefore, Brand Image emerged as the most influential variable in the regression model.

Partial Hypothesis Testing (t-test)

Table 9. t-test Results

Variable	T	Sig.	Decision
Price	0.343	0.732	H ₀ accepted
Brand Image	6.201	0.000	H ₀ rejected

Source: Processed by the authors based on survey data (2017).

The Price variable was found to have no statistically significant effect on consumer decisions ($p = 0.732 > 0.05$). This finding suggests that price was not the primary consideration influencing consumers' decisions to use Puskopau Taxi services.

From a theoretical perspective, this result implies that consumers' decisions in service marketing are influenced not only by price but also by perceived value, previous service experiences, and brand image. When transportation fares are relatively similar across competing providers, price is less likely to become a decisive factor in consumer decision-making. Therefore, the insignificant effect of price observed in this study suggests that consumers may rely on other considerations that were not included in the present research model.

It should be emphasized that this study did not examine variables such as service quality, safety, comfort, legal compliance, or customer trust. Consequently, any interpretation regarding the influence of these factors remains theoretical and should be validated through future empirical research.

In contrast, Brand Image demonstrated a positive and statistically significant effect on consumer decisions ($p < 0.001$). This finding indicates that a stronger brand image enhances consumers' likelihood of choosing Puskopau Taxi services.

The result is consistent with the theory proposed by Kotler and Keller, which suggests that brand image represents the set of perceptions and associations held by consumers toward a brand. A favorable brand image strengthens consumer trust and facilitates the decision-making process. Accordingly, Brand Image proved to be a more influential determinant of consumer decision than Price in this study.

Simultaneous Hypothesis Testing (F-test)

Table 10. F-test Results

F Hitung	Sig.
23,043	0,000

Source: Processed by the authors based on survey data (2017).

The F-test yielded an F-value of 23.043 with a significance level below 0.001, indicating that Price and Brand Image jointly exert a statistically significant influence on consumers' decisions to choose Puskopau Taxi.

These findings demonstrate that the two independent variables collectively explain variations in consumer decision-making, although only Brand Image was individually significant.

Coefficient of Determination

Table 11. Coefficient of Determination

R Square
0,324

Source: Processed by the authors based on survey data (2017).

The coefficient of determination ($R^2 = 0.324$) indicates that 32.4% of the variation in consumers' decisions can be explained by Price and Brand Image, while the remaining 67.6% is attributable to other variables not included in the research model.

This level of explanatory power suggests that the model provides a moderate explanation of consumer decision-making and leaves room for future studies to incorporate additional determinants. Variables such as service quality, accessibility, customer experience, fare transparency, promotional activities, and consumer trust may further improve the explanatory capability of the model. Therefore, the findings provide empirical evidence that although Brand Image is an important determinant of consumer decisions, it is not the sole factor influencing the selection of airport transportation services.

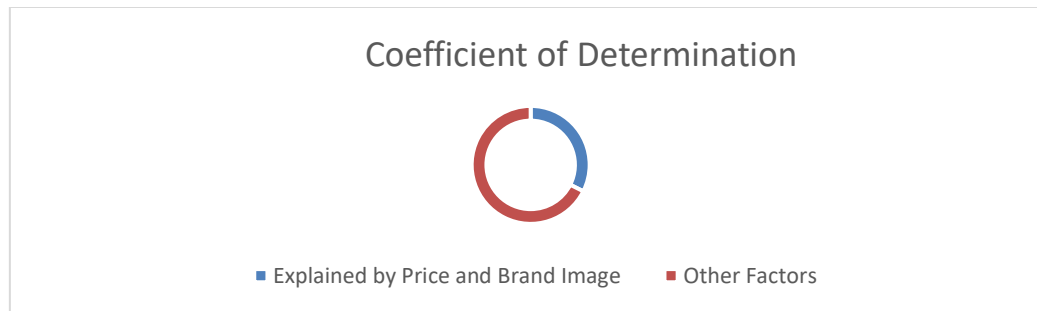


Figure 4: Contribution of Price and Brand Image to Consumer Decision

Figure 4 illustrates that Price and Brand Image jointly explain 32.4% of the variance in consumer decisions, whereas 67.6% is explained by other factors outside the proposed model. These percentages are consistent with the coefficient of determination ($R^2 = 0.324$) and replace the previously incorrect value of 20.6%, thereby ensuring consistency with the statistical results.

Discussion

The findings indicate that the Price variable produced a regression coefficient of 0.036, a t-value of 0.343, and a significance level of 0.732 ($p > 0.05$). These results demonstrate that Price does not have a statistically significant effect on consumers' decisions to choose Puskopau Taxi services at Halim Perdanakusuma Airport. Therefore, the hypothesis proposing that price positively influences consumer decision is not supported.

This finding suggests that price is not the primary determinant of consumers' decisions when selecting Puskopau Taxi services. In service marketing, consumer decisions are influenced by multiple factors that collectively shape perceived value. When price differences among competing service providers are relatively small or generally perceived as reasonable, the influence of price on consumer decision-making tends to diminish. Consequently, although price constitutes an important element of the marketing mix, it was not sufficient to explain consumers' decisions in the present study.

The insignificant effect of price further suggests that consumer decisions may be influenced by other factors that were not included in the research model. These factors may include service quality, ease of service access, customer experience, trust in the service provider, and other marketing-related variables. Since these variables were not measured in the present study, they should be regarded as plausible explanations rather than empirical conclusions and warrant further investigation in future research.

The regression analysis revealed that Brand Image had a regression coefficient of 0.352, a t-value of 6.201, and a significance level of 0.000 ($p < 0.05$). These results indicate that Brand Image has a positive and statistically significant effect on consumers' decisions to choose Puskopau Taxi services. Therefore, the corresponding research hypothesis is supported.

The findings suggest that a more favorable brand image increases consumers' likelihood of choosing Puskopau Taxi services. A positive brand image creates favorable perceptions regarding

a company's credibility, reputation, and overall value, thereby strengthening consumers' confidence during the decision-making process.

These findings are consistent with established marketing theory, which conceptualizes brand image as the collection of perceptions, beliefs, and associations that consumers hold toward a brand. A strong brand image enhances consumer trust, reduces perceived risk, and encourages service adoption. Furthermore, the standardized regression coefficient ($\beta = 0.558$) was substantially higher than that of Price ($\beta = 0.031$), indicating that Brand Image is the most influential predictor of consumer decision in the proposed research model.

The simultaneous hypothesis test produced an F-value of 23.043 with a significance level of 0.000, indicating that Price and Brand Image jointly exert a statistically significant influence on consumers' decisions to choose Puskopau Taxi services. These findings demonstrate that the two independent variables collectively explain variations in consumer decision-making, although only Brand Image was found to be individually significant.

The coefficient of determination ($R^2 = 0.324$) indicates that 32.4% of the variance in consumer decision is explained by Price and Brand Image, while the remaining 67.6% is attributable to other variables not included in the research model. This result suggests that the model possesses moderate explanatory power, while also indicating opportunities for future research to incorporate additional variables that may better explain consumer decision-making in the context of airport transportation services.

Conclusion and Recommendations

Based on the findings of this study examining the effects of Price and Brand Image on consumers' decisions to choose Puskopau Taxi services at Halim Perdanakusuma Airport, it can be concluded that Price does not have a statistically significant effect on consumer decision. In contrast, Brand Image has a positive and statistically significant effect, indicating that consumers' perceptions of a company's brand image play a more important role than price considerations in the context of selecting airport taxi services.

Simultaneously, Price and Brand Image significantly influence consumer decision, with a coefficient of determination (R^2) of 0.324, indicating that the two variables explain 32.4% of the variance in consumer decision, while the remaining 67.6% is explained by factors outside the proposed research model. Among the variables examined, Brand Image was identified as the strongest predictor of consumers' decisions to choose Puskopau Taxi services.

The findings contribute to the advancement of consumer behavior research in the transportation service sector, particularly airport transportation, by demonstrating that Brand Image is a more influential determinant of consumer decision than Price. These results support consumer behavior and services marketing theories, which argue that purchasing or service-selection decisions are shaped not only by economic considerations but also by consumers' perceptions, trust, and the reputation established by a company. In the context of airport taxi services, the findings suggest that brand reputation and consumer trust are more influential than fare considerations in shaping consumers' choices. Nevertheless, this interpretation should be made with caution because the present study employed a cross-sectional survey design, which does not permit strong causal inferences.

From an academic perspective, this study extends the empirical evidence regarding the application of consumer behavior theory in Indonesia's airport transportation sector, an area that remains relatively underexplored. The findings may serve as a valuable reference for future studies seeking to develop more comprehensive models by incorporating additional variables capable of improving the explanatory power of consumer decision-making.

From a managerial perspective, the findings suggest that Puskopau Taxi should prioritize strengthening its Brand Image through consistent marketing communication, enhanced customer trust, and sustained corporate reputation. Improvements in service quality, travel safety, passenger comfort, driver professionalism, and service punctuality may also be considered as managerial initiatives to reinforce brand image. However, these recommendations should not be interpreted as empirical findings of this study because these variables were not directly measured.

This study has several limitations. First, the use of accidental sampling, a non-probability sampling technique, limits the generalizability of the findings. Second, the sample consisted of only 99 respondents with a 10% margin of error, which may limit the representativeness of the sample. Third, the study focused exclusively on users of Puskopau Taxi at Halim Perdanakusuma Airport; therefore, the findings cannot be generalized to other transportation service providers.

Fourth, the research adopted a cross-sectional design, capturing respondents' perceptions at only one point in time. Fifth, all data were collected using a self-reported questionnaire, which may introduce common method bias. Finally, the coefficient of determination ($R^2 = 0.324$) indicates that 67.6% of the variance in consumer decision remains unexplained by the proposed model. In addition, potential discrepancies between the measurement indicators and the underlying constructs may have affected the model's ability to explain consumer behavior comprehensively.

Recommendations

Based on the findings of this study, Puskopau Taxi is encouraged to prioritize strategies aimed at strengthening its Brand Image through consistent marketing communication, enhanced customer trust, and continuous maintenance of its corporate reputation. Furthermore, improvements in service quality, travel safety, passenger comfort, driver professionalism, and service punctuality should be considered as operational strategies to support the development of a stronger and more favorable brand image.

Future research is recommended to develop a more comprehensive research model by incorporating variables that are particularly relevant to airport taxi services, including service quality, safety, customer trust, waiting time, ease of booking, fare transparency, customer experience, and fleet availability. Future studies should also employ larger sample sizes, probability sampling techniques, broader research settings, and longitudinal research designs or more advanced analytical methods to improve the explanatory and predictive capability of models examining consumer decisions in transportation services.

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