



Concepts Marketing Mix : Increase in Sales of Airlines Ticket on Route International

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ABSTRACT

This article aims to provide an arrangement of literature related to this scientific article by providing an answer. The method used is to describe with qualitative methods the literature review of existing scientific articles and the findings of the results related to this scientific article by corroborating the answers conveyed in the results. Marketing mix has been implemented in the aviation industry, especially in serving passengers and goods that exist today, existing literature that states the findings to strengthen research results in the form of scientific articles can provide a view that the suitability in implementing the marketing mix depends on the existing airlines, because the ability of each management is different to achieve an organizational goal expected by Management over and the expectation of fulfilling passenger expectations. For other researchers in the future to develop using these variables in continuing this research or developing, the results of this collaborative scientific article can add a wealth of literature to aviation bisang in particular

INTRODUCTION

Once upon a time, in the challenging world of the aviation industry, a revolutionary marketing concept managed to change the game and resulted in a spectacular surge in international flight ticket sales. By using a smart and innovative approach, airlines are able to capitalize on opportunities and create inspiring success stories. According to (Kotler & Keller, 2016) this marketing concept focuses on a deep understanding of consumer behavior, global travel trends, and market dynamics. With robust data and analytics, airlines are able to identify potential market segments and devise strategies that tie customer needs and wants to their offerings. (Lee, S. S., & Lee, C. K., 2015; Smith, D. G., & Ng, A, 2017).

One of the most important steps is the use of advanced technology to create a seamless and engaging ticketing experience. With an intuitive and responsive interface, customers can easily explore flight options, view competitive prices, and feel comfortable in the purchasing process (Fuchs & Sigala, 2021; Xiang et al., 2017). The use of artificial intelligence also plays a crucial role in presenting offers tailored to individual preferences, making each customer feel cared for and valued. Commitment to superior customer service is also a key pillar in this marketing concept. By providing a friendly and responsive support team, airlines are able to answer questions, solve problems, and provide solutions in real time (Grönroos, 2007). These positive experiences not only create short-term relationships, but also build strong long-term loyalty.

Through collaboration with strategic partners in the tourism industry, airlines have also managed to develop attractive and comprehensive travel packages. This includes exclusive offers on accommodation, local experiences, and other ancillary services, all of which bring significant added value to customers (Buhalis & Leung, 2018). This move not only increases the attractiveness of airline tickets, but also creates a mutually beneficial ecosystem. Result? A dramatic spike in international flight ticket sales (Fesenmaier & Xiang, 2017). Smart, integrated, and customer-oriented marketing concepts are able to open the door to growth that has never been imagined before. Through a combination of data-driven strategies, cutting-edge technology, superior customer service, and strategic collaboration, airlines are able to carve out achievements that inspire the entire industry, proving that when brilliant ideas meet with the right execution, extraordinary success is inevitable (Sigala, 2020).

With this remarkable achievement, the positive impact is not only felt by the airline itself, but also by the tourism industry as a whole. The surge in international flight ticket sales opens the door to an increase in tourist visits to destinations around the world. This has an impact on local economic growth, increased income from the tourism sector, and the creation of new jobs (UNWTO, 2020). In addition, the success of this marketing concept also encourages airlines to continue to innovate and maintain the quality of their services. This creates a positive cycle in which increased sales allow further investment in product development, technology, and employee training (Morrison, 2023). The competitive advantage gained by these airlines also encourages other competitors to adapt and raise their standards, making the airline industry as a

whole more competitive and qualified. Not only that, the success of this marketing concept also creates inspiring stories that inspire businesses in various sectors. The airline's experience shows that with a deep understanding of consumers, creativity in marketing approaches, and a commitment to quality, companies can achieve remarkable levels of success (Joachimsthaler & Aaker, 2009).

It stimulates innovation in various sectors and encourages other businesses to dare to think outside the box. Smart marketing concepts have opened the door to phenomenal growth in international airline ticket sales (Peelen & Beltman, 2013). Despite a significant increase in international flight ticket sales through successful marketing concepts, there remain some issues that need to be addressed. An increase in the number of international flights can have a negative impact on the environment, especially in terms of carbon emissions and other environmental impacts. Successful marketing concepts need to consider social and environmental responsibility and look for ways to reduce the environmental impact of increased aviation activity (Pham et al., 2022).

A surge in international flight ticket sales can result in overcrowding and strain on airports and other related infrastructure. This can disrupt the customer experience, increase wait times, and reduce operational efficiency. Efforts are needed to develop and improve infrastructure in order to handle this growth (Tan et al., 2017). From the description and existing problems, this article aims to provide an arrangement of literature related to this scientific article by providing an answer.

LITERATURE REVIEW

According to (Kotler & Keller, 2016; McCarthy, 1960) The marketing mix, also known as the "4Ps", is a framework used in marketing to describe and plan the combination of key components that make up a marketing strategy for a product or service. This idea was developed by E. Jerome McCarthy in the 1960s in the 1960s.

The main components of the Marketing Mix are as follows (Kotler & Keller, 2016; McCarthy, 1960) :

Product Is a good or service offered to customers. It includes the design, features, brand, quality, variety, warranty, and any aspect pertaining to the product to be sold. **Price:** Is the amount of money a customer asks to buy a product or service. Pricing involves factors such as production costs, competitor prices, product value in the customer's mind, and appropriate pricing strategies.

Place or Distribution: The way a product or service is delivered to a customer. It includes distribution channels, sales locations, storage, and other distribution methods. **Promotion:** Is an effort to promote and market a product or service to customers. It involves advertising strategies, personal selling, sales promotion, and other communication strategies.

Flight ticket sales is the process by which airlines or travel agents sell tickets to prospective passengers who wish to travel by air. This process involves various stages, including flight selection, ticket pricing, payment, and official ticket issuance. Flight ticket sales may also include various additional services such as seat selection, meal service, and other facilities (Buhalis & Leung, 2018).

METHODOLOGY

The method used is to describe with qualitative methods the literature review of existing scientific articles and the findings of the results related to this scientific article by corroborating the answers conveyed in the results.

RESULT

The findings of the existing literature to strengthen this scientific article began with a study (Yu, 2016) where it was stated that research has focused on how business models and management practices affect airline operations. Studies of aviation productivity and efficiency increasingly focus on environmental performance, with CO₂ emissions as a negative or undesirable outcome. Furthermore, a study from (Ivaldi & Toru-Delibası, 2018) states that Air France's price increase will be 0.17 percent, compared to a 1.05 percent increase for other airlines in our sample. These figures show that the impact of solidarity tax will be very minimal when compared to the growth rate of air traffic.

Overall, the level of airline competition will not be significantly affected by the airfare taxes imposed by all European airlines.

Studies from (Lee et al., 2018) state that high operational costs and fierce competition are challenges for airlines. Now that they have found that using e-tickets is a great way to save costs, market research shows that online airline tickets are increasing, most of these purchases are made by citizens of developed countries such as the United States and United Kingdom, online shopping is slightly cheaper in Malaysia, Malaysians want to increase the number of online bookings, it is very important to understand the factors that influence consumer purchase intent. However, there is little academic research in Malaysia. This study, based on a technology acceptance model, examined the effects of usability and ease of use on the intention to buy airline tickets online, online data collection and statistical analysis was performed on the data. shows that perceived usefulness fully mediates the relationship between perceived ease of use and purchase intention, and there is a significant positive relationship between perceived usefulness and purchase intention. However, there is no correlation between perceived ease of use and online purchase intent. Therefore, perceived usefulness influences purchase intent more than perceived ease of use. Future research should examine how demographic factors influence consumers' intent to buy airline tickets online.

The study from (Rezaeianjam & Mohammadian, 2018) states SWOT Analysis of Fly-Dubai, Air-Arabia, and Iranian customer populations in UAE are among the secondary data. Authorities are interviewed, and customer surveys constitute most of the primary data. Investigating the impact of various components of the marketing mix on low market share aided by fishbone diagrams created from secondary and SWOT data results, obtained from interviews, can increase its market share by facilitating long-term direct bookings online through its website. Through direct customer interaction through low-cost social media platforms like Telegram and WhatsApp, the company can also manage its marketing campaigns. Sudi further from (Ni, 2022) stated that influencing the policies currently offered by airlines, in the future, The development of jet fuel prices will not return to pre- low levels epidemic because The general environment of rising crude oil prices, and its effect on consumers will increase over time, in China, work stoppages due to quarantine policies implemented due to the epidemic and economic slowdown have gradually reduced people's consumption and desire to shop. The increasing trend of consumer demand in the tourism industry is also in line with the easing of quarantine policies.

The study from (Ragab Abdelhady et al., 2019) states that understanding the airline business model, it is worth seeing how the airline industry has changed since the Airline Deregulation Act of 1978. The purpose of this study was to determine how the four components of an airline's marketing mix (aka "4Ps") affect consumers' purchasing choices. A questionnaire was used to conduct this study. 600 air passengers participated in the study. The results showed a strong positive correlation between the three components of the marketing mix - product, promotion and venue - and travellers' purchasing decisions, suggesting a significant inverse relationship between price and travellers' purchasing decisions. The results also show that air transport is typically the most important part of the marketing mix influencing consumer purchasing decisions.

A study from (Aprilia et al., 2020) states that based on research, Indonesia AirAsia has a large enough market share in Lombok flights. With the help of the Lombok government, AirAsia became one of the airlines that made Lombok a hub route, boosting Lombok tourism after the 2019 disaster, marketing analysis tactics used by PT Indonesia AirAsia in the new hub is a research problem in this regard. For Indonesia AirAsia, the Lombok-Perth and Perth-Lombok routes represent a strong argument for a superior marketing approach based on its effectiveness, practicality and technological support, including the company's website, mobile app and traditional direct points of sale. Studies from (Kasim & Mahmut, 2020) state that Performance appraisal is essential for airlines to achieve their goals and gain a competitive advantage in the highly competitive aviation industry. The purpose of this study is to evaluate the performance of airlines by considering the evaluation of the performance of the aviation industry. 12 FSC (Full Service Carriers) were evaluated by airline-specific and financial indicators for the years 2015-2017, sensitivity analysis was also carried out to check the reliability and consistency of the results. According to the results of the study,

financial indicators affect the results more than operational indicators. Singapore Airlines is also the largest airline.

A subsequent study from (Hammad, 2021) stated that by implementing guerrilla marketing, EgyptAir tickets can be marketed in a unique, attractive and affordable way, and as a result, the company's market share increases. This research introduces the concept of guerrilla marketing, its role and scope of implementation in EgyptAir Airlines. Guerrilla marketing is not widely used in EgyptAir Airlines, except for some EgyptAir and Star Alliance sign designs, boards and logos at airports. shows that digital marketing is the marketing method that EgyptAir relies on the most. Therefore, the study recommends that EgyptAir Airlines adopt guerrilla marketing as a form of marketing in addition to digital marketing and other marketing techniques already used in EgyptAir Airlines to increase the company's market share.

The study from (Lin, 2022) states from the results of his research shows that this model can determine "airline", "travel date", "source", "destination", "exchange time", "oil price", "depth hours", "depth min". "Future class" on airfare, hopefully some price tips for airlines. The next study from (Krisdayanti & Fryda Fatmayati, 2022) states that the results of price research have an impact on consumer purchase intent, while promotion also has an impact on consumer purchase intent. Promotion and price factors affect Citilink's purchase intention by 74 and 2 points respectively, while the remaining 25 and 8 points are influenced by unknown or excluded variables.

DISCUSSION

From the results above, the implementation of the marketing mix with prices applied on flights has been researched and the results from various countries and scientific articles selected by researchers as strengthening the results of this study, the market mix used starts from products, prices, promotions carried out and distribution that is currently used such as tickets using existing technology to make it easier for passengers to check this independently or print a ticket.

The marketing mix of the results also shows that the airline or airline must be able to meet the expectations of passengers, and always look at competitors in providing an innovation or creative abnormality of product creation and added service to passengers.

CONCLUSION AND RECOMMENDATION

Marketing mix has been implemented in the aviation industry, especially in serving passengers and goods that exist today, existing literature that states the findings to strengthen research results in the form of scientific articles can provide a view that the suitability in implementing the marketing mix depends on the existing airlines, because the ability of each management is different to achieve an organizational goal expected by Management over and the expectation of fulfilling passenger expectations.

For other researchers in the future to develop using these variables in continuing this research or developing, the results of this collaborative scientific article can add to the literature for aviation bisang in particular.

FURTHER STUDY

This research still has limitations, so it is necessary to carry out further research related to the topic Concepts Marketing Mix: Increase in Sales of Airlines Tickets on International Routes in order to perfect this research and increase insight for readers.

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