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Low Cost Airline Sales Promotion : in A Review

Ika Utami Yulihapsari
Institut Transportasi dan Logistik Trisakti, Jakarta
Corresponding Author: Ika Utami Yulihapsari, email: ikautamiyulihapsari@gmail.com

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A B STR A CT
In this scientific article want. provide a reinforcement of scientific articles with research results after that the researcher provides a perspective in this scientific article. this study's research methodology, which used variable-relevant journal mini-reviews of papers, was qualitative, metric table as below which will be displayed to display scientific articles to support literature study. concluded that it was proven true from the results of scientific articles found with sales promotion variables with the same research object, namely low cost carriers, where there were several scientific articles in their research results stating sales promotion significance with price and brand variables, as well as airline tickets, and the internet experience. Recommendations are in every finding of this scientific article. The point is that there are other variables in the field of marketing that can be used
in future research.

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INTRODUCTION

One of the company's efforts in facing intense competition in ticket marketing is the implementation of pricing and promotion strategies. To gain profit or profit, companies must try to create more competitive prices (Batubara & Hidayat, 2016) , many consumers today often choose low-cost companies to look for quality products and services at a reasonable cost. Low-cost businesses can run effective advertising campaigns to increase sales and attract customers, to attract customers and promote customer loyalty, low-cost airlines must use smart and creative advertising strategies. With airlines transporting more people each year than any other mode of transport combined, travel and transport are almost inseparable, especially when it comes to international travel (Iñiguez et al., 2014) , certain promotional incentives, such as price discounts, are critical to strategy. airline communication and mostly used to achieve customer loyalty (Forgas et al., 2010) .

In the context of airlines, loyalty programs and users' perceptions of value for money have proven to be important factors, for example in takers (Park, 2010) , in a study from Forrester in 2012 in (Crespo-Almendros & Del Barrio-García, 2016) , stated With the popularity of online sales promotion, several studies have been found that analyze the performance of this communication tool on the Internet when used in travel in general and air transportation in particular. In general, many studies show that online consumers are increasingly liking promotional activities. One example of this trend in the United States is the increasing number of households using online coupons. In 2005, 12% of US households used online coupons, and in 2011, that number increased to 22%, also forrester in 2014 in (Crespo-Almendros & Del Barrio-García, 2016) also added data where more than 70% US consumers use online coupons for one to five online purchases, the above as existing sales promotion data.

Still data from Forrester in 2014 in (Crespo-Almendros & Del Barrio-García, 2016) that , online sales promotion can be a suitable and appropriate tool for generating online sales, because it facilitates purchasing decisions and also helps increase consumer satisfaction. However, not all sales promotions are equally effective, and not all consumers respond to sales promotions via the Internet in the same way, according to Mbanuzuo in 2015 in (Adeniran et al., 2016) airlines have considered different areas such as sales promotion and other available competitive advantage strategies to increase sales and profitability in terms of industry survival. Airlines operating in Nigeria are expected not to be left behind in the global battle for survival in this industry.

Successful and unsuccessful airlines can differ greatly in their advertising strategies. Low-cost airlines can attract and retain passengers and achieve long-term success in the industry by using appropriate advertising channels, offering competitive fares, creating frequent flyers, and developing innovative advertising campaigns.

From the results of research belonging to (Syahfutra, 2017) there are significant and positive results between promotion and purchasing decisions

for low cost carrier airlines, so that from the above phenomena from various scientific articles, the purpose of this scientific article is to provide a reinforcement of scientific articles by the results of the research after that the researcher provides a perspective in this scientific article.

THEORETICAL REVIEWS

Sales promotion

According to (Malau, 2018) sales promotion is a method of providing instant satisfaction to customers by creating various incentives that can be used to buy all types of goods and increase the number of products purchased by customers, according to (Laksana, 2019) states that sales promotion is a long-term sales activity. short stories that are not repeated or carried out routinely are proven to get a stronger response from the target market than other types of advertising media, according to (Malau, 2018) various forms of promotion include;

a) Coupons are a common form of sales promotion, price reductions for consumers who encourage temptation;
b) Deals are short-term discounts usually used to increase the temptation for consumers to exploit potential weaknesses or seek revenge against competitors;
c) Premiums, a marketing technique often negatively targeted at consumers, are gifts consisting of products delivered free of charge or at a significant discount from the sale price;
d) Competition Consumers demonstrate their skills in competition or try to win through creative or analytical thinking. e) Sweepstakes To get fortune, consumers are required to provide information through this promotional campaign;
f) For example, sales promotions offering free or discounted products at low prices;
g) Loyalty Programs Loyalty programs are used as a promotional tool to promote and reward customers for repeat purchases by recognizing each purchase made by the customer. Offer bonuses as a series of purchases;
h) Product and aisle sales promotions, these are advertisements and sometimes work well at the front of the store and are often located in high-traffic areas near the register or at the end of aisles. I Discount, a sales promotion with a reduced price or refund based on the purchase receipt;
J)Product Placement: Product use includes placing the product name in movies, TV shows, videos, or advertisements for other products.

METHODOLOGY

This study's research methodology, which used variable-relevant journal mini-reviews of papers, was qualitative, metric table as below which will be displayed to display scientific articles to support literature study

Table 1. Distribution of Journals and Publishers

No	Article Name	Writer	Journal	Publisher	Year
1.	THE EVOLUTION OF LOW COST CARRIERS IN AUSTRALIA	(Srisaeng et al., 2014)	**AVIATION** ISSN 1648-7788 / eISSN 1822-4180 2014 Volumes 18(4): 203–216	Taylor & Francis	2014
2.	The Low Cost Airline Consumer Price Sensitivity. An Investigation on The Mediating Role of Promotion and Trust in Brand	(sihite, et al., 2014)	International Research Journal of Business Study	IRJBS	2015
3.	Online airline ticket purchasing: Influence of online sales promotion type and Internet experience	(Crespo-Almendros & Del Barrio-García, 2016)	Journal of Air Transport Management 53 (2016) 23 - 34	Elsevier Ltd	2016
4.	The Impact of Sales Promotions on Sales Turnover in Airlines Industry in Nigeria	(Adeniran et al., 2016)	International Journal of Marketing Studies; Vol. 8, No. 3; 2016	Canadian Center of Science and Education	2016
5.	Low cost carriers in the Middle East and North Africa: Prospects and strategies	(Morrison & Mason, 2016)	Research in Transportation Business & Management xxx (2016) xxx–xxx	Elsevier Ltd	2016
6.	The Effect of Pricing and Promotion on Levels Ticket Sales on PSA Mihin Lanka Airlines	(Coal & Hidayat, 2016)	Ilman Journal, Vol. 4, No. 1, pp. 33-46, February 2016, ISSN 2355-1488	Scientific Journal	2016
7.	Analysis of the Influence of Service Quality, Price, and	(Syahfutra, 2017)	Journal of Indonesian Islamic		2017

	Promotion on Consumer Purchase Decisions in Using Citilink Flight Services (Case Study of Faculty of Economics UII Students)		University		
8.	Passenger booking timing for low-cost airlines: A continuous logit approach	(Wen & Chen, 2017)	Journal of Air Transport Management xxx (2017) 1 - 9	Elsevier Ltd	2017
9.	The Effect of Service Marketing Mix in Low Cost Airlines: A study of Scoot Airlines Indonesia	(Saputri & Sari, 2019)	Advances in Economics, Business and Management Research, volume 65	Atlantis Press	2019
10.	Airline brand equity: do advertising and sales promotion matter? An empirical evidence from UAE traveler's perspective	(Mahadin et al., 2022)	International Journal of Organizational Analysis	Emerald Publishing Ltd	2022

Tabel 2. Kategori Artikel Berdasarkan Subjek

No	Nama Artikel	Tujuan	Temuan	Rekomendasi
1.	THE EVOLUTION OF LOW COST CARRIERS IN AUSTRALIA	Low-cost airlines accounted for roughly 64% of the market in 2010 according to research on the growth of the Australian domestic low-cost airline market	The low-cost carrier's market share, which is currently around 31%, has been significantly decreased as a result of "Virgin Australia's" business model transition from a low-	artikel ilmiah sebagai salah satu kesejarahan mengenai low cost carrier

			cost carrier to a full-service network operator, which started in 2011. The two biggest airlines serving this market segment are Tiger Airways and Jetstar.	
2.	The Low Cost Airline Consumer Price Sensitivity. An Investigation on The Mediating Role of Promotion and Trust in Brand	to ascertain how pricing affects consumer loyalty as a sales promotion and brand trust intermediary	price sensitivity of low-cost airline passengers is supported, and price has a greater impact on brand trust than campaigns. Brand trust and advertising's impact on customer loyalty act as a complete mediating factor for the price effect. To develop consumer decision-making processes for low-cost airlines, additional research should take price sensitivity into account	Variabel promosi dengan variabel harga, trust, serta brand
3.	Online airline ticket purchasing: Influence of online sales promotion type and Internet	to determine which internet advertisements (i.e. , discounts, packages, or two-night hotel stays) were most successful in achieving users' intentions to purchase an airline ticket, based on their level of online experience (regarded as an experienced or novice user)	Discounted airfare draws more first-time online shoppers, whereas seasoned shoppers prefer free hotel accommodations. Originality/Value: By comparing different online sales incentives	Variabel sales promotion dengan variabel ticket purchasing dan internet experience

	experienc e		(monetary and non-monetary), this study explores the effectiveness of airline online sales promotions to persuade consumers to shop online. non-financial hedonic, utilitarian). By examining how the quality of online user experience affects the efficacy of any online sales promotion, the work contributes to the online aviation literature.	
4.	The Impact of Sales Promotio ns on Sales Turnover in Airlines Industry in Nigeria	to ascertain how sales promotion activities affect Nigerian airlines' revenue. Ex post facto and investigative research are described	Air passengers prefer non-monetary and offline discount s over monetary and online offers, and promotional incentives have a significant impact on airline revenue. As a result, this study advises airline management to be more creative when offering air travelers discounts in order to maximize opportunities. To satisfy the preferences of airline passengers, non-monetary	Variabel sales promotion dengan variabel sales turnover dalam perusahaa n penerbang an di Nigeria.

			and offline incentiv es should be prioritized. In order to boost industry sales, the study suggested that future research might concentrate on identifying additional important factors that influence passenger decision-making to fly	
5.	Low cost carriers in the Middle East and North Africa: Prospects and strategies	Using the benchmarking methodology, examine the business strategies of LCC companies in the MENA region and contrast the business strategies of Air Arabia Group with those of European LCC companies EasyJet and Ryanair	Even though individual MENA countries have the Open Sky Agreement or gain from it, the failure to liberalize regional a ir traffic has impeded LCC grow th. MENA-based LCC differs significantly from the LCC model while retaining some of its traits. Comparative analysis reveals that Air Arabia's corporate strategy differs from the most effective corporate strategy in Europe.	An overview of low cost carriers in the country of Nigeria
6.	The Effect of Pricing and Promotio n on	You'll learn how pricing and advertising affect sales volume	The degree of sales at PSA Mihin Lanka Airlines is significantly and impacted by pricing and promotion	Promotion variable, sales in a research

	Levels Ticket Sales on PSA Mihin Lanka Airlines		factors, both partially and concurrently	
7.	Analysis of the Influence of Service Quality, Price, and Promotion on Consumer Purchase Decisions in Using Citilink Flight Services (Case Study of Faculty of Economics UII Students)	To determine the significant and positive influence between variables	Price fluctuations show a positive effect. Use of Citilink flight services, purchase options. These findings indicate that consumers tend to buy products if the price is within their means and is positively correlated with Citilink's service quality. Purchase decisions are made when using Citilink flight services. This finding shows whether the company can choose the best option. strategies such as charitable donations. Discounts will have a bigger impact on sales, but don't forget to increase your ad frequency so people know the product exists	Promotion and purchase variables with other variables in this study
8.	Passenger booking timing for low-cost airlines:	a continuous choice model should be created to plan reservation. The diverse preferences of air travel are identified using trigonometric functions	The continuous multinomial logit model demonstrates that there are heterogeneous	Gambaran penumpang memesan tiket

	A continuous logit approach	related to travel and socioeconomic factors	ordering time preferences and that a lower price increases the number of orders. Since they are price conscious customers, some travelers book their flights earlier than other groups	dalam pmbelian secara online dalam penelitian ini
9.	The Effect of Service Marketing Mix in Low Cost Airlines: A study of Scoot Airlines Indonesia	examined the link between service marketing and low-cost airline passenger purchase intentions	The Scoot Airlines service marketing mix has a sizable impact on purchase intention concurrently. However, only five factors—product, price, advertising, location, physical proof, as well as processes and people—have a significant impact on customer satisfaction while all other factors—including processes and people—have no impact on consumers' intentions to make a purchase	Variabel yang ada dalam penelitian ini digunakan dalam suatu studi
10.	Airline brand equity: do advertising and sales promotion matter? An	to investigate the role of sales promotion (SP) and advertising (ADV) in enhancing airline brand equity (BE) in the United Arab Emirates, as well as the mediating impact of customer perceived value on the intended relationship. This study also looks at the BE outcomes for aircraft	ADV and BE have a clear connection, according to empirical findings. The impact of SP on BE is fully mitigated by perceived value. The effects of BE are also favorable for loyalty, satisfaction,	The results of research with sales promotion variables with brand equity and

empirical evidence from UAE traveler's perspecti ve	(such as loyalty, satisfaction, and trust)	and trust	advertisin g variables

RESULTS

From the results of the explanation above that were found and displayed in this article, it is in accordance with the expectations of researchers regarding the sales promotion variables that exist from various scientific articles from various national journals or reputable international journals, these results provide an answer to research doubts that want to describe the whether or not this variable is used in research with the same object, namely in the field of aviation and specifically low cost carrier flights.

Although not many of the expected scientific articles were found, this represents the researchers' expectations for this scientific article with the existing variable, namely sales promotion.

DISCUSSION

The results of the elaboration above, researchers with perceptions or perspectives provide a recommendation from every research result in this scientific article, where the sales promotion variable is significant and positive with other variables such as from scientific articles belonging to (sihite, et al., 2014) , (Crespo-Almendros & Del Barrio-García, 2016) where the results of this study stated significant with price and brand variables, further research results from (Adeniran et al., 2016) , also proved significant and positive with sales turnover, as well as from articles other scientific statements stating sales promotion in the form of research results using qualitative or quantitative methods.

CONCLUSIONS AND RECOMMENDATIONS

This article concludes that it is proven true from the results of scientific articles found with sales promotion variables with the same research object, namely low cost carriers, where there are several scientific articles in their research results stating sales promotion significance with price and brand variables, as well as airline tickets, as well as internet experiences.

Recommendations are in every finding of this scientific article. The point is that there are other variables in the field of marketing that can be used in future research.

FURTHER STUDY

article is to add to the repertoire of knowledge and also as an additional reference for researchers to continue research by adding other research

variables as well as research methods and objects that are the same or related in the field of aviation.

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scientific article is a form of concern for researchers who as lecturers to contribute and add to children's knowledge in the field of aviation.

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