

## **The Effect of Marketing Mix on Super Air Jet Customer Loyalty at Soekarno-Hatta International Airport**

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### **Abstract**

Transportation has an important and strategic role in implementing the archipelago concept and in strengthening relations between nations. Methods and tools for creating customer satisfaction using this marketing mix refers to customer retention as an obligation to buy or reuse a product or service. with Super Air Jet airlines. The survey method is a quantitative method by collecting a sample of 100 respondents by distributing surveys via Google Forms using data collection technology. The purpose of this study is to identify and analyze the marketing mix of its Superair jets at international airports and its effect on customer loyalty. Soekarno Hatta. The results of this study concluded that the marketing mix variable has value. From this it can be concluded that H1 is accepted or rejected as the marketing mix variable (Y) which affects customer loyalty. Several respondents agreed and specifically agreed with the survey results. Superjet physical signs such as: B. Automatic check-in facilitates passenger check-in. The market mix produces a positive coefficient of determination with an R-squared value of 0.771. From these results, there is an influence of marketing mix variables on customer loyalty of super air jet airlines of 58.9%.

**Keywords:** Marketing Mix, Super Air Jet Customer Loyalty



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### **INTRODUCTION**

Transportation has an important and strategic role as a focal point in implementing the archipelago concept, strengthening national flexibility and relations between nations. Air transportation is a mode of transportation that cannot be separated from other modes of transportation regulated in the national transportation system. the connection is made through the airport/airport where the aircraft lands and takes off. Pick-up/drop-off of passengers and/or loading and unloading of cargo or mail. (RI Law No. 15 of 1992 concerning Air Transport) Dynamic and able to adapt to future developments, has the characteristics of being able to achieve its goals in a short time, with the latest technology and requires a high level of security, must further develop its potential and develop its role as as a liaison between regions both nationally and internationally, as a supporter of national development, as an initiator and driver of improving people's welfare. As stated in the decision after the number of the Minister of Transportation: KM 44 of 2002, Article 1, which stipulates that airports are used as places for landing and taking off aircraft.

Pick-up/drop-off of passengers and/or loading and unloading of cargo or mail. And as a transfer point between modes of transportation. It is also equipped with flight safety equipment. Commercial airport managers are tasked with providing airport services. Therefore, the government believes that BUMN which will be implemented with non-commercial airport operations are managed by the Ministry of Transportation which is delegated to the Technical Implementation Unit (UPT). When talking about airport service

standards, airport customers (airline passengers) have needs while they are staying at the airport. These needs are basic needs, functional needs and additional needs. Methods and tools for generating customer satisfaction using the Airport Service Marketing Mix which consists of product, price, location, promotion, process, personnel, and physical equipment elements. This marketing mix viz. the service referred to is the service of a super air jet airline.

According to Schiffman and Kanuk 2018, "Marketing mix is the services and offers that businesses provide to consumers, using various methods and tools to create consumer satisfaction." Kotler (2016) According to On the other hand, service marketing itself requires an expanded marketing mix. Non-traditional elements of the marketing mix. The increasing number of passengers has created competition between airlines to build brand emotion.

This low-cost aircraft (LCC) claims to serve Indonesian millennial customers. This airline is a subsidiary of PT. Lion Air Group under the holding company PT. Our Cabin Top. The quite low ticket prices offered by Super Air Jet airlines and followed by many promotions at every sale made Super Air Jet able to break into the aviation market within 1 year they were able to target their market target, namely "Millennials". Super Air Jet cooperates with a number of celebrities as well as luna maya models to become part of the flight attendant crew as a form of Super Air Jet promotion, thus more and more customers are interested in using Super Air Jet airlines in their destinations. Prices are quite affordable, starting from 600 thousand and the different appearance of the flight attendants makes Super Air Jet increasingly the belle of customers. Examples of promotions carried out by Super Air Jet are: Super Air Jet provides in-flight entertainment (Super Entertainment). One of the promotions made by the airline to attract the attention of air transport service users. "The Influence of Marketing Mix on Super Air Jet Customer Loyalty at Soekarno-Hatta International Airport".

**Problem Formulation:** Does the marketing mix affect customer loyalty for Super Air Jet Airlines at Soekarno-Hatta International Airport? How does the marketing mix influence customer loyalty at Soekarno-Hatta International Airport Super Air Jet Airline? **Research Objectives:** To identify and analyze the marketing mix at Soekarno-Hatta International Airport that influences customer loyalty for Super Air Jet airlines. To understand the impact of customer loyalty of Super Air Jet in the market mix of Soekarno – Hatta international airport.

## **Airport**

Airport is a land area and/or water area with predetermined boundaries, which is used as a place for landing, taking off, boarding passengers, loading and unloading of goods, as well as a place for intra and intermodal transportation and is equipped with air traffic control. and safety devices. , as well as basic facilities and other support services. According to Schedule 14 of the International Civil Aviation Organization, an airport is a designated area on an aircraft or body of water that may be used for the arrival, departure, and movement of aircraft. This area can be used in its entirety or only part of it. These facilities include buildings, equipment and aviation equipment. Although the definition of an airport is according to PT (Persero), Angkasa Pura is an airport, including all buildings and equipment which are the minimum facilities to ensure the availability of public aviation services.

## **Definition of Services**

According to Djaslim Saladin Services are all activities carried out by one party for another party which are intangible and do not give ownership. The manufacturing process may or may not involve a physical product. According to Zeithaml and Bitner, quoted by Ratih Hurriyat (2005), services are all economic activities whose production is in addition to the material

manufacturing products that are consumed and produced. with added value, but are essentially intangible.

### **All kinds of services**

1. Hybrid Services This is the delivery of goods and services in equal parts. For example, the food offered at the restaurant is accompanied by impressive service.
2. Basic services include additional goods and services (primary services and related sub-goods and services). Offers consisting of main services and (additional) services and/or supplies.

### **Service Characteristics**

Services have four main characteristics that greatly influence the design of marketing programs, namely:

1. Untouched Services are intangible because they cannot be seen, felt, heard, touched or smelled prior to the purchase event.
2. Inseparable (inspiration) As a rule, services are offered in contrast to physical goods, which are produced, stored in warehouses, distributed through various suppliers, and then consumed. When services are provided by people, their provision is part of the service. Because the customer is also present when the service is offered, the interaction between the service provider and the customer is a characteristic of service marketing. The final outcome of the service is influenced by the service provider and the customer.
3. Sales Service is actually very fluctuating because this service is very dependent on who serves it, when and where the service is served.
4. Easily lost (perishable) Service resilience is not a problem if demand is always there and constant, because input is easy to find. When demand drops, hard problems quickly arise.

### **Marketing Management**

Market management is a series of processes that can be carried out starting from the analysis through the planning stage to the implementation process, which includes the program management stage, the purpose of which is to create profitable exchanges with existing target markets in order to achieve the company's main goal, namely the profit achieved.

### **Service Marketing Mix**

Schiffman and Kanuk explained that providing a set of methods and tools to consumers to achieve consumer satisfaction. Kotler defines the marketing mix as a set of marketing tools that companies can use to achieve their marketing goals in target markets: People, processes, and physical evidence make up the 7Ps.

### **Loyalty**

According to Oliver in Sangadji's book (2013), Loyalty is a strong attachment from customers to orders, consistent purchases of selected products or services in the future, even when situational influences and marketing actions can cause behavior changes. Moraris in Sangadji (2013) Customer loyalty is the loyalty of a customer to a brand or supplier based on a very positive basic attitude and is reflected in consistent repeat purchases. High customer loyalty can certainly generate large profits for the company and help maintain business when demand falls (Ou, de Vries, Wiesel & Verhoef, 2013). Customer loyalty is customer loyalty to a brand that allows them to avoid the appeal of other brands and make regular repeat purchases

and offer the brand to others (Lai, 2015). The increasing number of passengers has created competition between airlines to build and maintain customer loyalty. Many factors affect customer retention, such as B.

### Super Air Jets

Low cost airlines (LCC) claim to target Indonesian millennial customers. Super Air Jet was officially launched in March 2021 and funded by the founder of Lion Air Group, Rusdi Kirana. This airline was approved by the Indonesian Ministry of Transportation on June 30 2021 and will serve 11 destinations in Indonesia within a year. The airline is managed by Ali Azari, former service director at Lion Air Group. The airline has close ties to Lion Air Group, but official channels deny any formal relationship with Lion Air and its subsidiaries. It operates a low-cost airline model focused on point-to-point travel, carrying passengers between Indonesia's islands. It focuses on millennials as the target market. Super Air Jet will open six main routes from Jakarta to Batam, Medan, Padang, Palembang, Pekanbaru and Pontianak. The airline will commence flights from Jakarta to Medan and Batam on 6 August 2021 after a one-month delay due to passenger restrictions in Indonesia. Fly to 10 destinations including Surabaya.

### Soekarno-Hatta International Airport

The name of this airport comes from the first President and Vice President of Indonesia Dwi Tunggal, the Proclamation of Indonesian Independence Soekarno and Hatta Mohammad. Even though geographically it is located in the Banda District of Tangerang City, it is usually called Cengkareng Airport because it is located close to the Cengkareng District, West Jakarta. Halim Perdanakusuma from Even though Kemayoran Airport is closed, Halim He Perdana Kusuma International Airport is still operating and continues to operate charter flights and military aircraft. Terminal 2 opened in 1992. Soekarnohata has an area of 18 km<sup>2</sup>, of which 2.4 km has two parallel runways separated by two taxiways. There are two main terminal buildings. Terminal 1 serves all domestic flights except Garuda Indonesia and Terminal 2 serves all international flights except Garuda Indonesia. Terminal 1 is the first terminal at Soekarno-Hatta International Airport to operate domestic flights, while Garuda Indonesia operates domestic flights at Terminal 2. This terminal was completed in 1985 and is located on the south side of the airport across from Terminal 2.

**Table 1. Relevant Research**

No	Name	Title	Year	Result
1.	Anggono Raras TS.	Customer Needs Marketing Mix Against Customer Value.	2018	Customer needs have a significant impact on customer value. The performance of the airport service marketing mix has a significant impact on customer value.
2.	Ryan Nugroho dan Edwin Japarianto, S.E., M.M	The Influence of People, Physical Evidence, Product, Promotion, Price and Place on the Level of Visits at Coffee Cozies Surabaya Cafe.	2013	Meanwhile, product, promotion, price, location, people and physical evidence affect the number of visits to Coffee Cozies Surabaya.
3.	I Kadek Wawan Suryawan ; Osa Omar Sharif	The Impact of Airline Service Quality on Passenger Satisfaction and Loyalty (Case Study: Flights from Garuda Indonesia).	2018	The quality of service before, during and after flights provided by Garuda Indonesia has a positive and significant effect on Garuda Indonesia passenger satisfaction. Garuda Indonesia passenger satisfaction has a positive and significant effect on Garuda Indonesia passenger loyalty. . (I Kadek Wawan Suryawan, 2018)

## **Hypothesis**

According to Sugiono (2019), a hypothesis is a temporary response to the formulation of a research problem, where the formulation of a research problem is presented in the form of a proposal. Then the hypothesis of this study:

### **Airline Super Air Jet Loyalty (X) Marketing Mix (Y)**

1.  $H_0$ : with the influence of Super Air Jet customer loyalty at Soekarno-Hatta International Airport.  $H_a$ : There is a significant influence between the influence of Super Air Jet Airline customer loyalty on the marketing mix of Soekarno-Hatta International Airport.
2.  $H_0$ : There is no significant influence between the influence of customer loyalty of Super Air Jet Airlines on the marketing mix of Soekarno-Hatta International Airport.  $H_a$ : There is a significant influence between the influence of customer loyalty of Super Air Jet Airlines on the marketing mix of Soekarno-Hatta International Airport.

## **RESEARCH METHODS**

### **Research Design**

From theory According to Sugino (2015), this is a research method based on the philosophy of positivism and is used in sample research and research groups. The sampling procedure is usually casual or random and data collection is done using research equipment. The data used is quantitative/measurable and functions to verify the hypotheses that have been formulated previously. It is used to respond to new developments. For this reason, data that is in accordance with the problem and research objectives is needed.

Allows you to collect and analyze material draw conclusions using the theory you learn. This method is useful for explaining and implementing the current situation and can be used to examine how the marketing mix influences customer loyalty for Super Air Jet Airlines at Soekarno-Hatta International Airport, so this quantitative method is used. use. When collecting research material, the source of the data is an important factor to consider when deciding how to collect data and relate the variables of interest for a particular research purpose. Primary data sources are individual respondents, focus groups, and if questionnaires are distributed via the internet, then the internet can also be a source of primary data (Uma Sekaran, 2011). Secondary data is now available in the form of a literature search. Literature or materials related to the author's research.

### **Population**

According to Sugiono (2018), population is a general domain consisting of objects or subjects that exhibit certain characteristics and features that direct researchers to study them and draw conclusions from them. The population is not only people, but also objects and other natural objects. In addition, the population does not only represent the number of subjects/objects studied, but includes all characteristics. or characteristics of certain objects/objects. Population is the total amount of data required for examination. This study was conducted on a (1) day at Soekarno Hatta International Airport-Terminal 1. Super Air Jet made 38 flights in one day using an A320 fleet with a total of 180 passengers. So the population of this study was 6480 passengers.

### **Sample**

Sugiono (2018) Probability sampling is a sampling technique that allows each element (member) of the population to have the same probability of being selected as a member of the



sample. The method used is purposive sampling, ie. H. The sampling technique was chosen to distribute questionnaires to everyone based on certain reasons, namely certain criteria (Sugino, 2010). In this study, the sample selection criteria were all Superair jet airline customers at Soekarno-Hatta International Airport. To determine the number of samples, researchers used the Throbin formula.

### **Data Collection Technique**

1. Questionnaire or Questionnaire Techniques. According to Sugiono (2017), a questionnaire is a data collection technique that is carried out by providing a series of questions or written statements to respondents. This questionnaire was developed to determine respondents' perceptions about the effect of marketing mix on customer loyalty of Super Air Jet Airlines at Soekarno-Hatta International Airport. Respondents must mark or check only one answer that is considered correct. The questionnaire in the form of a written questionnaire was used as a data collection tool for this survey to obtain information in the form of responses from respondents. The Likert scale has a minimum score of 1 and a maximum score of 5, so it can be ascertained that respondents agree, disagree, or are neutral. Sugishirono (2014) A tool with the hope that the respondent's answers are more precise. Each research variable consists of independent variables (X) and related variables (Y) and is measured using a Likert questionnaire. The answer that matches exactly = 5B score. Agree = 4 points C. Neutral answer = 3D result. Does not match = score 2e. The answer does not apply at all = point 1
2. Observation Techniques. Sugiyono (2018) says that "Observation is a form of survey." The author made direct observations at the Super Air Jet airline office in Terminal 1 of Soekarno-Hatta International Airport. Airports are made to complete the required information. Observations made were direct observations of the situation and conditions of the super air jet airlines themselves, observing how the service process was carried out by super air jet airlines to super air jet airline customers.
3. Interview Techniques. According to Sugiyono (2016), looking for problems to study when researchers want to know more about respondents. In this interview technique, the researcher asks questions and answers face to face with the informant concerned. Through these interviews, researchers get more information about the company's workflow. With this the author interviewed several sources from the Super Air Jet airline including the Station Manager, manager, related to marketing (sales), and operational parties.

### **Data Processing**

The analytical method used is multiple regression analysis, measuring the effect of two or more independent variables on the dependent variable and predicting the dependent variable using the independent variable Duwi Priyatno (2012). Research materials distributed at Soekarno-Hatta Airport were processed using the SPSS application. SPSS application is an application that provides advanced statistical analysis and data processing systems in a graphical environment with descriptive menus and simple dialog boxes, making it easier for researchers to understand. use it (Muhid, 2010).

### **Data Analysis Technique**

1. Test Instruments. Research tools are data collection tools used to standardize observed natural and social phenomena (Sugino, 2013). Therefore, the purpose of collecting research tools is to find complete information about a problem, natural or social phenomenon. Questionnaires are used in many studies as a measure of research variables, and the criteria for a good questionnaire are validity and reliability.

- a. validation This test was conducted to measure the validity of the questionnaire. The error rate of measuring instruments with high validity is low, so that the data collected is sufficient data. Validity is the degree of certainty between information that actually occurs in research subjects and information reported by researchers (Sugiono, 2009). measurement is appropriate or it can be assumed that the survey we conducted as a basis for research is correct or valid for research (Sugiono, 2009).
  - b. Trust test Reliability is translated from the word trustworthiness which means something that can be trusted. A test has high reliability when the test provides consistent result data even though it is carried out at different times on the same subject. Sugiono (2005) states that a reliability test is a set of measuring tools or a set of measuring tools that are consistent when repeated measurements are made with the instrument. measure it. In this study the reliability test was used to measure the reliability or trustworthiness of the questionnaire.
2. Hypothesis Test. Hypothesis testing is a decision-making method that aims to make a decision whether to reject or accept the truth of the questions asked. a) Simple linear regression analysis This simple linear regression analysis method is used to test whether the independent variable (X) has an effect on the dependent variable (Y). ) which is contained in the following equation:  $Y = a + bX$
- a. Information: Y: Dependent variable (dependent variable) A: Continuing B: Regression coefficient (increasing or decreasing value) X: Independent variable (causing variable)
  - b. T test (Partial). The purpose of the t-test is to see how much influence the independent (independent) variables have on the dependent (dependent) variables individually. According to Sugiono (2018), the t-test is the relationship between two variables in the correlation between the two variables studied is influenced by the design of the hypothesis test.
  - c. Test R<sup>2</sup> (Coefficient of Determination). According to Ghozal (2016), the trust test aims to measure the model's ability to apply covariates to the dependent variable. R squared varies between 0 and 1. The small value of R<sup>2</sup> indicates that the ability of the independent variable to explain the dependent variable is very limited.

## **RESEARCH RESULTS AND DISCUSSION**

This research is quantitative, with the resulting data in the form of numbers. Data collection was carried out through questionnaires from 100 respondents using the Super Air Jet Spread airline. Respondents had different backgrounds, which were supported by the respondents themselves, namely 61% male and 39% female. The following age groups show the grouping of respondents according to age. shows that the expression in the Marketing Mix (X<sub>1</sub>) is declared valid.

### **Marketing Mix has an effect on Super Air Jet Customer Loyalty at Soekarno - Hatta International Airport.**

The results of the above researchers concluded that the simple linear regression results are positive, so we say that the direction of action of variable X on variable Y is positive. Although the results of the t-test show that the marketing mix variable has a significant value. The marketing mix variable has a significant value of 0.000 which is less than <0.05. From this it can be concluded that H<sub>1</sub> is accepted or the marketing mix variable and H<sub>0</sub> is rejected.

## **How big is the influence of the Marketing Mix on Customer Loyalty for Super Air Jet Airline Soekarno - Hatta International Airport.**

Which is obtained from the sum between  $R = 0.878 \times 0.878 = 0.771$ . From these results it means that there is an influence of marketing mix variables on airline customer loyalty of 58.9%. Physical evidence, place, people (HR), are very influential on customer loyalty of super air jet airlines which after the authors distributed questionnaires to super air jet airline users, it was found that  $\geq 60\%$  of super air jet airline users were students according to the target of the super air jet airline itself, namely millennial airlines, with the low cost carriers offered by this airline as well as the various promotions and services provided, many consumers are interested in making destinations using this super air jet airline.

## **CONCLUSION**

Based on the research on the influence of the marketing mix on customer retention of Super Air Jet Airlines at Soekarno Hatta International Airport, it can be concluded that: Marketing mix carried out by Super Air Jet obtained an average value of 67.22. The results were obtained from 100 respondents regarding the Super Air Jet airline. According to the results of those who took part in the survey, they tended to agree and strongly agree. Physical evidence carried out by super air jets such as self-check-in for super air jet passengers which makes it easier for super air jet passengers. How big is the influence of the Marketing Mix on Customer Loyalty of Airline Super Air Jet Soekarno – Hatta International Airport: The marketing mix is obtained from the sum between  $R = 0.878 \times 0.878 = 0.771$ . From these results it means that there is an influence of marketing mix variables on customer loyalty of super air jet airlines of 58.9%.

Advice for Companies; In order to increase and improve the marketing mix, efforts are being made by updating marketing methods to suit the needs of passengers, as well as further improving the quality of service to passengers in order to increase customer loyalty for the super air jet itself. For Further Researchers; It is hoped that this research can be a guide or reference for further research and as an informative tool for future researchers. And if there are deficiencies, hopefully it can be assessed better in the future.

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