

## **THE INFLUENCE OF B2B (BUSINESS TO BUSINESS) AND B2C (BUSINESS TO CUSTOMER) MARKETING STRATEGIES ON HOW TO PURCHASE LION GROUP AIRCRAFT TICKETS IN THE PUBLIC ENVIRONMENT**

**Harry Rizky**

*Universitas Trisakti*

*122012111062@std.trisakti.ac.id*

### **ABSTRACT**

Airfare is a form of agreement between the buyer of flight services and the airline. Ticket sales are the biggest income for an airline company engaged in civil aviation. Airline companies will certainly carry out various strategies to support the marketing of their products. Including the use of B2B and B2C marketing strategies. Airline ticket sales are spread in various ways, either by buying from airlines directly by ordering through the company's website or the company's ticketing office through airline ticket sales agents or through airline ticket sales applications. This study aims to determine whether there is an influence of B2B and B2C marketing strategies on how to purchase airplane tickets in student circles. This research was conducted at the Ticketing Office of PT. Lion Group. This study uses primary data obtained directly from respondents by distributing 100 questionnaires. Questionnaires that have been collected are then analyzed.

The results showed that the null hypothesis was accepted, namely, B2B and B2C marketing strategies simultaneously had no significant effect on the method of purchasing airplane tickets in student, office, and community environments with an F significance value of 0.340 which is above the significance level ( $\alpha$ ) of 0.05. Testing the coefficient of determination shows that  $R^2$  is worth 0.009, which means that the influence of B2B and B2C marketing strategies on how to buy airplane tickets in student environments is only 0.9%.

While 99.1% is influenced by other variables not discussed in this study.

**Keywords:** *business to business, business to customer, marketing strategies, aircraft tickets*

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### **INTRODUCTION**

Technological developments, changes in cultural structures, and civilization have brought us to an era where the speed of access to information and transportation is a vital value that must be fulfilled (Gatta et al., 2019). Transportation is a system consisting of infrastructure/facilities and service systems that enable movement throughout the region so that population mobility is accommodated, goods movement is possible, and access is possible to all areas (Chang et al., 2014). Air transportation and its technology in this context have of course become a "mascot" for meeting the needs of modern society in terms of speed of access to transportation and information. Likewise in Indonesia, the needs of the Indonesian people for meeting the needs of air transportation have also increased sharply (Umar, 2016).

Activities in air transportation include pre-flight, in-flight, and post-flight. The first stage that must be passed by prospective passengers is pre-flight. Pre-flight, namely handling activities for passengers and their baggage and cargo as well as post and aircraft before departure (at the origin airport/origin station) (Putria, 2018). Purchasing airplane tickets is included in the pre-flight stage category. There are various ways to buy or order airplane tickets, both conventional and modern ways (Rombe & Radna, 2022). Of course, this has its advantages and disadvantages. The modern and instant way to buy airplane tickets will certainly make it easier for prospective passengers and can also shorten the time of purchase

(Perdana, 2022). Not a few prospective passengers still use conventional methods in buying airplane tickets. Conventional in this case is by coming directly to the ticket sales office of the airline or making purchases at a travel agent (Fatihudin & Firmansyah, 2019).

Regarding the price or tariff of each of the existing purchasing methods, of course, there are differences and similarities. The use of marketing strategies by each airline will certainly affect the amount of the fare that will be set later (Subekti, 2017). For example, if sales are made directly from airlines to prospective passengers, it is likely that the rates set will be cheaper than through agents. According to Kalugina (2021), the method of payment transactions is also different between conventional and modern purchasing methods. These differences will determine prospective passengers to choose the method that best suits the needs and comfort of prospective passengers.

Research on the Influence of B2B and B2C Marketing Strategies on How to Purchase Airplane Tickets in the community is very interesting to study because it is one of the things related to daily activities (Brennan et al., 2020). This is also related to how each airline maximizes marketing according to consumer interests. Of course, while still prioritizing profits for the company.

## **METHOD**

The type of data used in this study is primary data. Primary data is a source of research data obtained directly from the original source (not through intermediary media). Primary data is data obtained directly in the field by researchers as writing objects (Nath et al., 2019). The source of data taken from this study is data obtained from respondents who have filled out the questionnaire. According to Khodzhaliev et al. (2020), questionnaires were distributed to several communities with a total of 100 sheets. The answer format for the questionnaire was prepared using a rating scale consisting of four answers as follows:

- 1) totally agree with a value of 5
- 2) agree with a value of 4
- 3) undecided with a value of 3;
- 4) do not agree with value 2;
- 5) strongly disagree value 1.

## **Data Analysis Method**

The validity test is intended to determine the respondent's interpretation of each question item contained in the research instrument. Is the interpretation of each respondent the same or completely different? If the interpretation of the respondents is the same, then the research instrument can be said to be valid (Nasution et al., 2020). However, if not at all, then the instrument is declared invalid. If  $>$  then the question items are declared valid, but if  $<$  then the question items are declared invalid (Yolyan, 2019). The validity calculation is carried out using the product moment correlation technique formula:

$$r_{xy} = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{[n \sum x^2 - (\sum x)^2] [n \sum y^2 - (\sum y)^2]}}$$

$r_{xy}$  = Coefficient of validity

x = Comparison value

y = The value of the instrument whose validity will be sought

n = Number of subjects

### Simple Linear Regression Test

Simple linear regression analysis is a linear relationship between one independent variable (X) and the dependent variable (Y). The independent variables in this study are B2B and B2C marketing strategies (Kotler & Pfoertsch, 2007). While the dependent variable in this study is how to buy airplane tickets. Based on the results of data processing with the help of SPSS 15.0, the following results are obtained:

Model		Unstandardized Coefficients		Standardized Coefficients	t		Sig.	
		B	Std. Error	Beta	B	Std. Error		
1	(Constant)	22,536	1,392		16,193			,000
	StrategiPemasaran	,270	,281	,096	,959			,340

a. Dependent Variable: CaraPembelian

Source: Results of data analysis

In the Coefficients table, column B in Constant (a) is 22.536. While the value of the B2B Marketing Strategy and B2C (b) is 0.270. So the regression equation is:

$$Y = a + bX \text{ then (2)}$$

$$Y = 22.536 + 0.270X$$

Where:

Y = How to purchase airplane tickets

a = Constant

b = coefficient number of the regression direction

X = B2B and B2C marketing strategy

The coefficient b is called the regression direction coefficient and represents the average change in variable Y for each change in variable X by one unit (Febriana et al., 2015). So from the equation it can be translated:

- constant of 22.536 states that if there is no B2B and B2C Marketing Strategy value then the value of How to Purchase Airplane Tickets is 22.536.
- The regression coefficient X of 0.270 states that for every addition of one B2B and B2C Marketing Strategy value, the value of How to Purchase Airline Tickets increases by 0.270.

## RESULTS AND DISCUSSION

From the research data, we can get the magnitude of the influence of B2B and B2C marketing strategies in percentage terms. The following is a pie chart that has been made based on data from 100 respondents as follows:

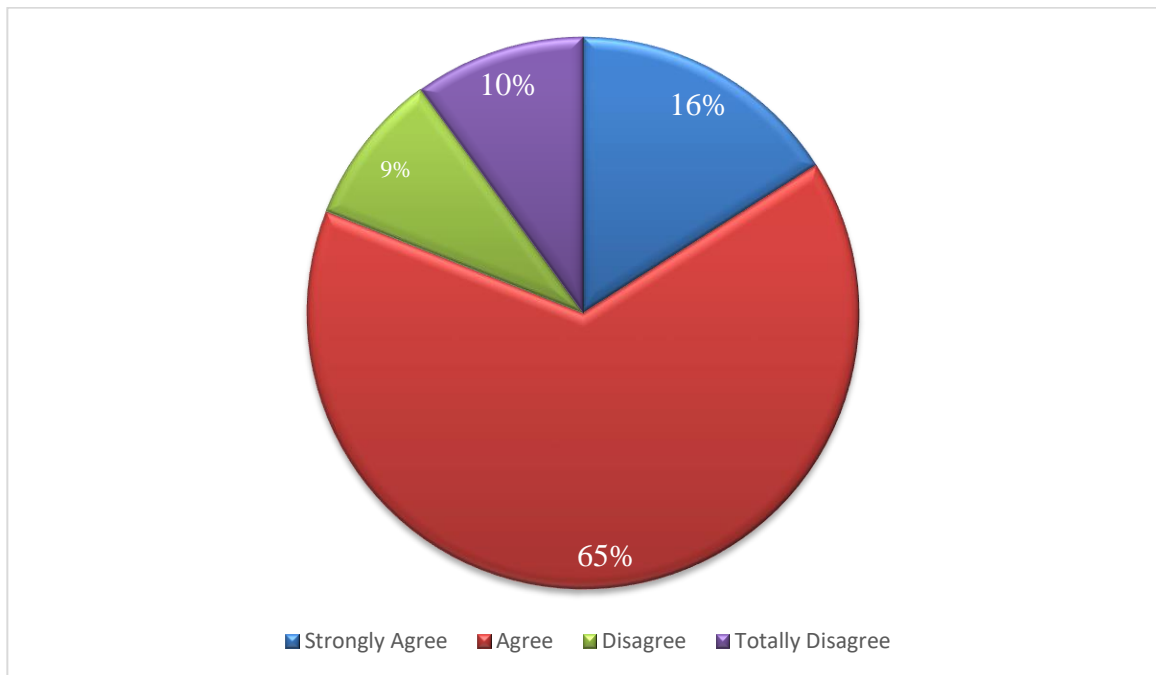


Figure 1: Question 1 data acquisition

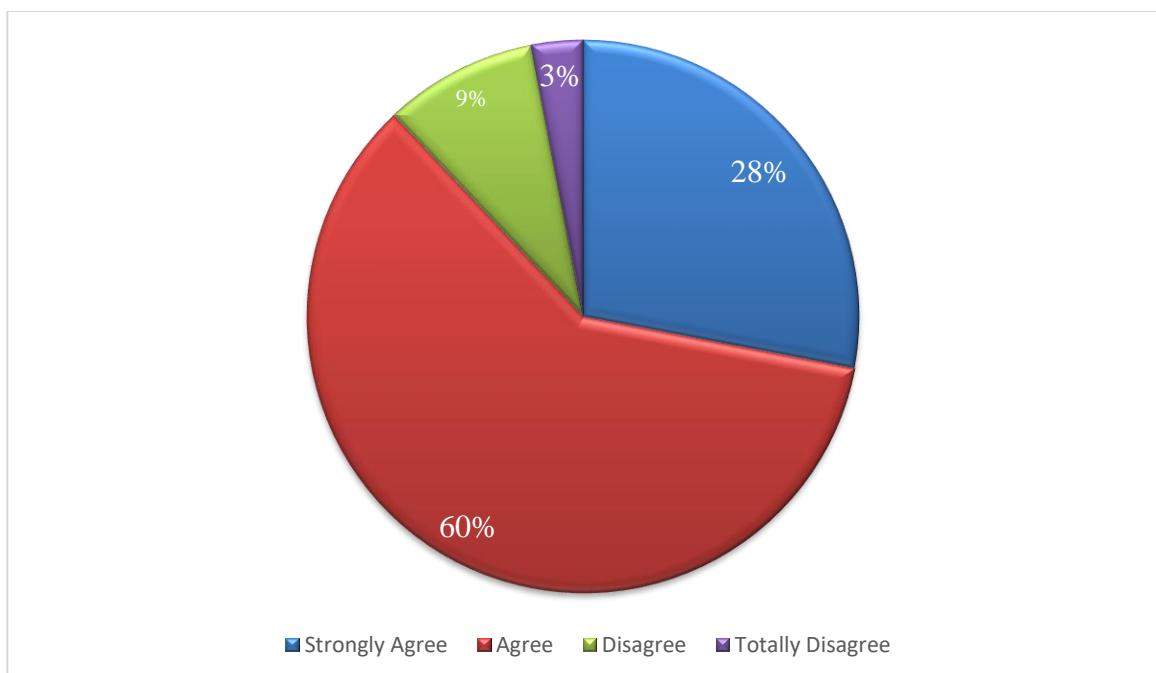


Figure 2: Question 2 data acquisition

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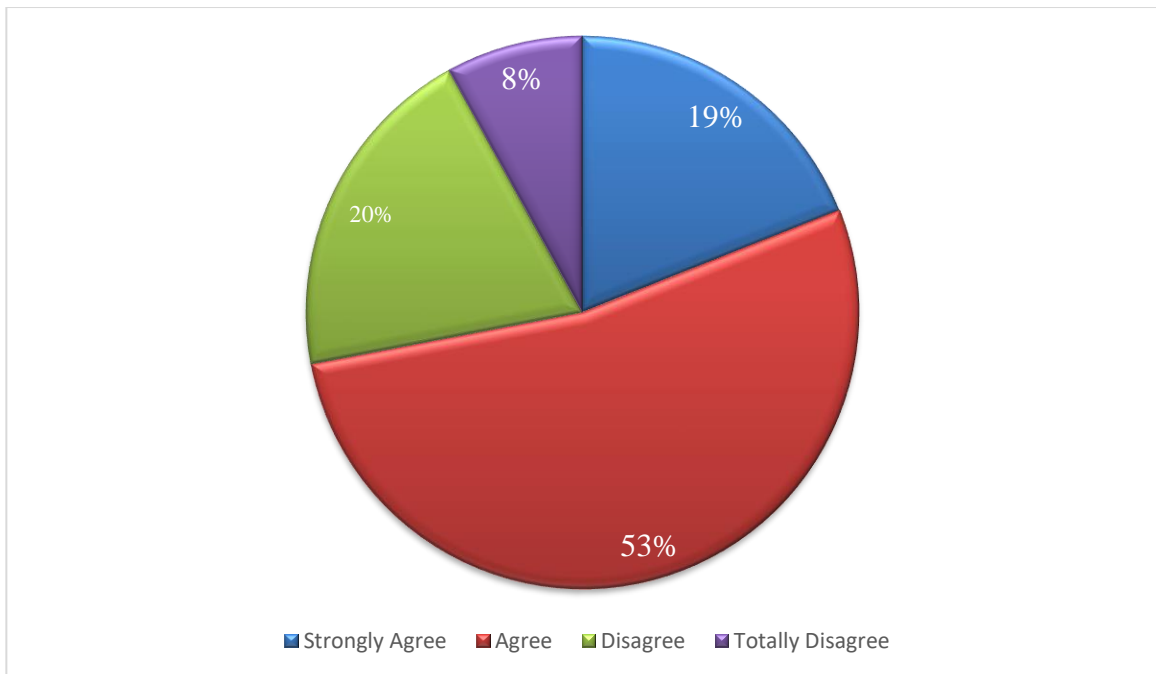


Figure 3: Question 3 data acquisition

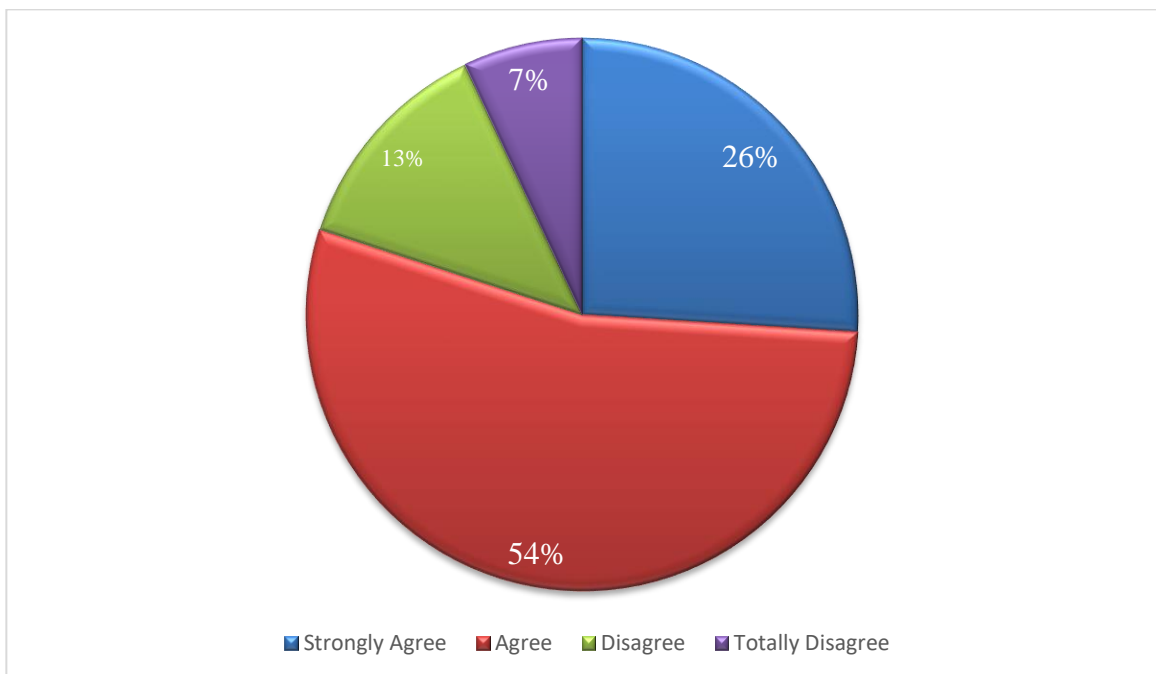


Figure 4: Question 4 data acquisition

*The Influence of B2B (Business to Business) and B2C (Business to Customer) Marketing Strategies on How to Purchase Lion Group Aircraft Tickets in The Public Environment*

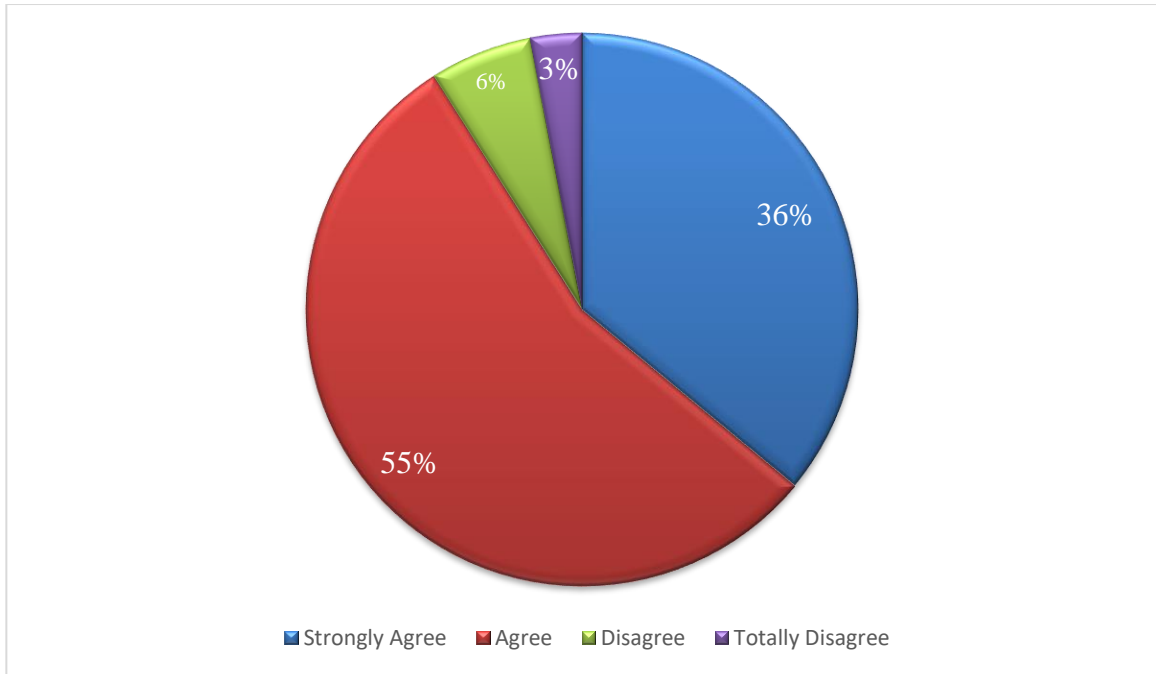


Figure 5: Question 5 data acquisition

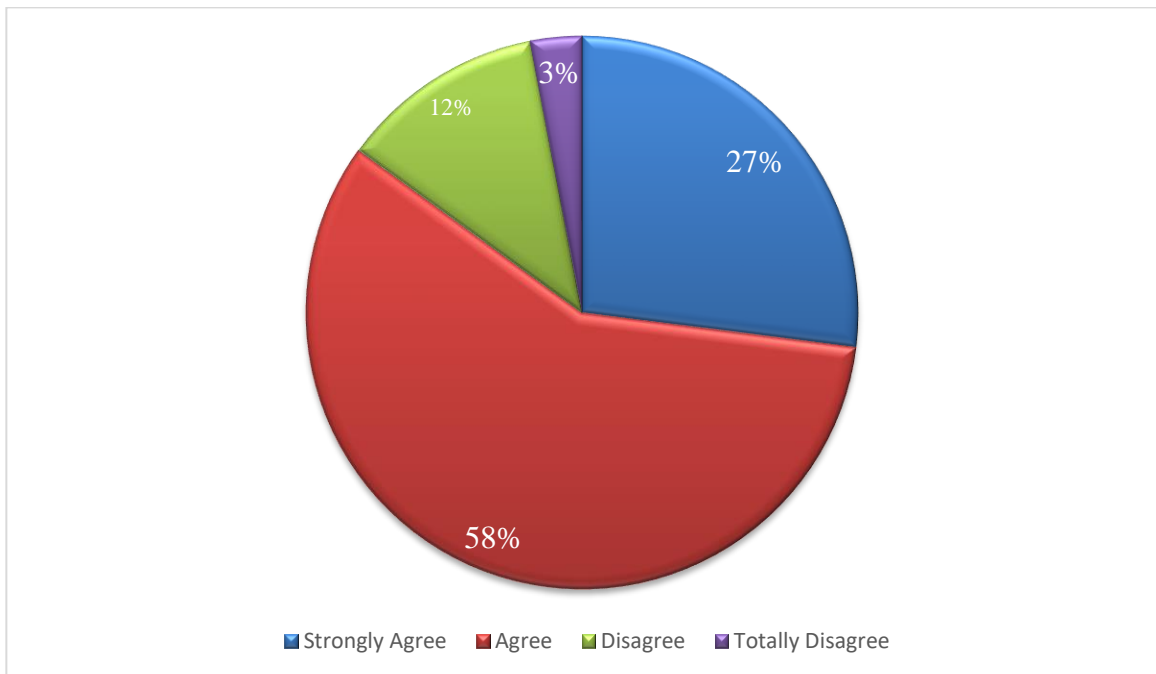


Figure 6: Question 6 data acquisition

*The Influence of B2B (Business to Business) and B2C (Business to Customer) Marketing Strategies on How to Purchase Lion Group Aircraft Tickets in The Public Environment*

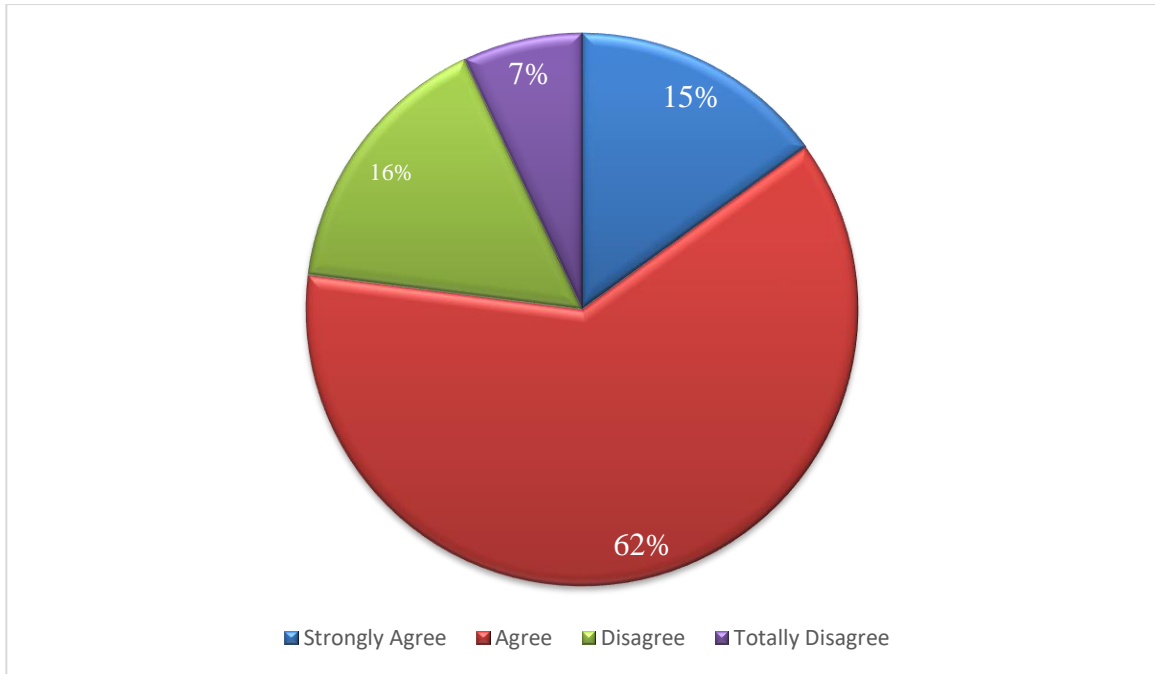


Figure 7: Question 7 data acquisition

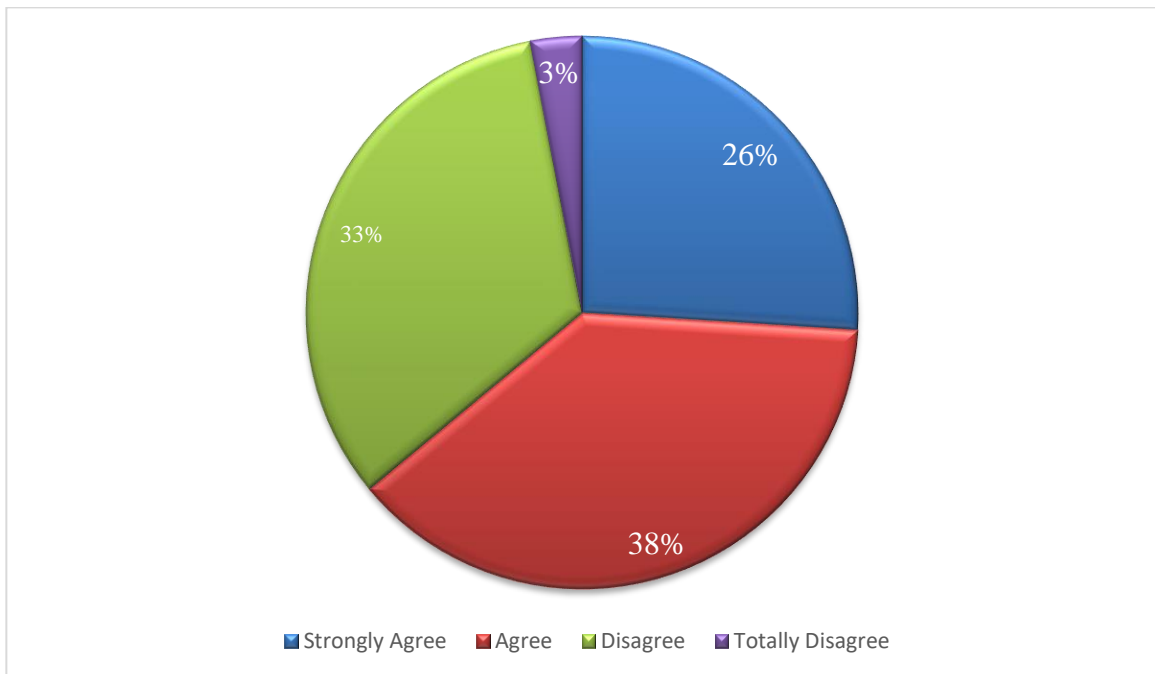


Figure 8: Question 8 data acquisition

*The Influence of B2B (Business to Business) and B2C (Business to Customer) Marketing Strategies on How to Purchase Lion Group Aircraft Tickets in The Public Environment*

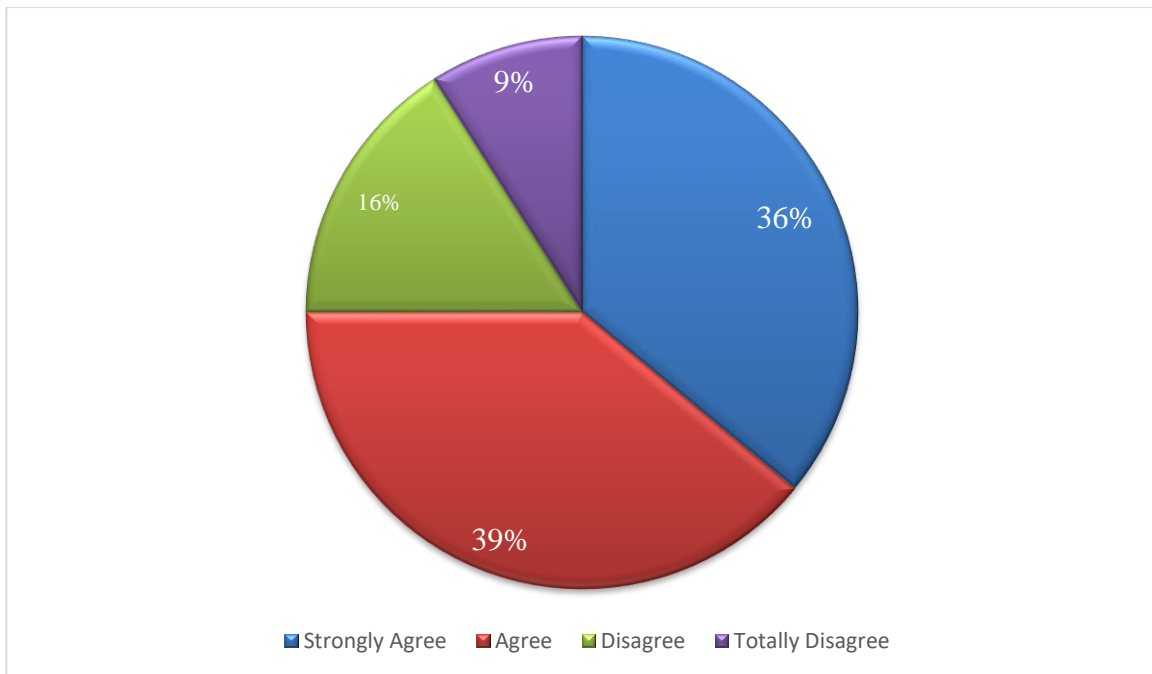


Figure 9: Question 9 data acquisition

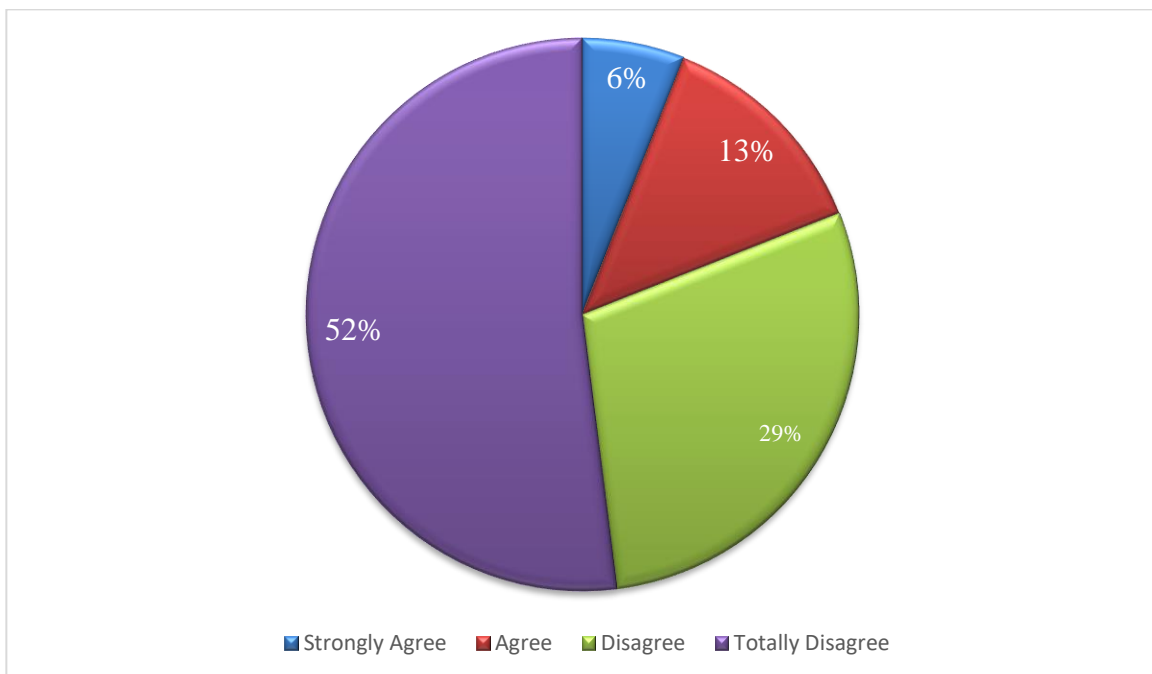


Figure 10: Question 10 data acquisition

**CONCLUSION**

From the regression equation, the results of the analysis show that simultaneously there is no significant influence between the independent variables, namely B2B and B2C (X) marketing strategies on the dependent variable, namely the method of purchasing airplane tickets (Y) which is indicated by the calculated F value of 0.920, the significance of F 0.340 is above the significance level  $\alpha = 0.05$ . These results indicate that the null hypothesis is accepted, namely that there is no influence of B2B and B2C marketing strategies on how to purchase airplane tickets in student circles. The results of the analysis show that the B2B and B2C

marketing strategies have a coefficient of determination of 0.009. This value indicates that the Y variable affects the Y variable only by 0.9%. The remaining 99.1% is influenced by other factors that are not included in the variables in this study.

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