

THE INFLUENCE OF PROMOTION OF GARUDA INDONESIA THROUGH SOCIAL MEDIA ON E-WOM, ONLINE TICKET SALES, AND BRAND IMAGE DURING THE COVID – 19 PANDEMIC

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Abstract: This study investigates the impact of three brand identities namely the promotional information characteristics of airline social media information quantity, credibility of information, and quality of information through electronic word-of-mouth (e-WOM). A survey was conducted to 250 customers who had been using social media from Garuda Indonesia airlines to interpret and evaluate data obtained using structural equations. The findings of this study shows that the promotion of social media airlines has a positive impact on e-WOM, then e-WOM has such a positive effect on the brand's image and e-WOM even has a noticeable impact on the selling of online tickets. This study sets out a model for social media information characteristics and can be used as basic data to illustrate how airlines can handle and use social media information.

Keywords: Brand image, e-WOM, Promotion, Online Ticket Sales, Garuda Indonesia

Introduction

Rapid technological advances have occurred at the global level, this actually encourages technology users to quickly adapt. Even when the COVID-19 pandemic, technological growth grew, this was due to adjusting community activities. Social media is becoming a technology for interacting between individuals widely. Even social media has become one of the tools for exchanging information and marketing a product by other companies or institutions. Because of the existence of social media e-WOM was created as a marketing tool by many groups. E-WOM is now one of the important strategies, because with e-WOM customers will trust the brand image of a product or service being marketed. Currently, airlines online ticket sales are influenced by social media promotion and corporate brand image. Now, over time, the flight ticket sales system has changed, which was originally offline and is now online.

COVID - 19 is a virus that has a very fast spreading pattern, therefore certain solution is needed to suppress the spread of the virus. The community must make various efforts, one of which is physical distancing. The government has also tried to reduce the spread of COVID-19 figures, one of which is by implementing Large Scale Social Restrictions (PSBB). This fact results in limitation of the community to carry out activities in public places. Following this, so that many sectors of trade and services are strongly affected, especially air transportation services like Garuda Indonesia Airlines.

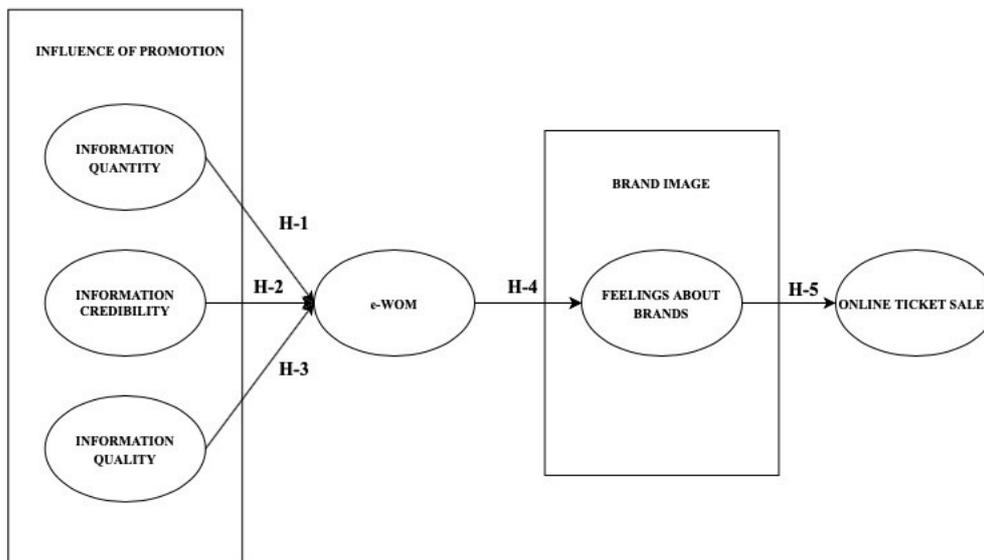


Figure 1. Research Model

Social Media

Social media is a content produced by users. Compared to traditional marketing communication methods, it is considered to be more effective in shaping the perceptions and behaviors of other users (Parveen et al., 2015) (Thackeray et al., 2008). Social media helps consumers to become more active in searching, comparing, choosing and purchasing products and service, so that they feel more informed (Constantinides, 2014). Social media also provides ways to communicate with consumers so that they can interact more broadly (C.M., 2012).

Influence Of Promotions

Basically, information quantity has a relationship in making a buying decision. Much or less information that is obtained related to the product will always be needed in decision making, consumers tend to consider more brands than they want. Excessive quantity of information allows consumers to experience a worse subjective decline in their decisions. Thus, the quantity of information includes the amount of information obtained per choice or number of choices (Seo & Park, 2018).

Information credibility must provide a trust so that it can affect the convenience and information of the product at the time of the purchase transaction and also on solving customer problems. Credibility of information becomes a process of information exchange and knowledge integration, this is because consumers need useful information so they can better assess and evaluate information. (“Building Community Social Capital: The Potential and Promise of Information and Communications Technologies,” 2004).

Information quality is a way to test a product or service so that it can provide useful information to customers (Chen & Tseng, 2011). Information quality has a relationship with E-WOM, because it is a factor that has a positive influence on E-WOM, this has been proven in previous studies (Kim & Kim, 2010).

H1. Promoting the quantity of information on social media will have a positive impact on e-WOM.

H2. Promoting social media information reputation would have a significant positive impact on e-WOM.

H3. Promoting information quality on social media would have a significant positive impact on e-WOM.

e –WOM

E-wom has been around for a long time used as a powerful marketing tool. The characteristics of information from the internet influence consumer behavior more than internet information produced by marketers (Bickart & Schindler, 2001). E-WOM can be interpreted as a positive or negative opinion that is valued by customers based on potential, actual, or opinions about previous customers about a product or company, to be a reference for many people and institutions through the internet. (López & Sicilia, 2014). Trust in something is born out of a social relationship. Because of the increased credibility of information arising from a sense of trust in something, it can be used as a facility for information exchange and information use (Chu & Choi, 2011)

H4. E-WOM should have a huge positive influence on brand feelings.

Brand Image

Thought and consumer feelings about the brand can be defined as brand image. (Sallam, 2016). Brand image has an impact on consumer perception in the company which is considered as one of the most important intangible assets. (Agmeka et al., 2019). In the marketing environment the feelings that emerge from the brand have received more attention. (Kapoor, 2016).

H5. Feels about brand will have a significant positive effect on online ticket sales

Online Ticket Sales

Now most airlines have begun implementing electronic tickets as a means to receive consumers, this is a sign that airlines are adapting to online media. (Crespo-Almendros & Del Barrio-García, 2016). Electronic marketing is a strategy, system, and marketing process that uses information and communication technology supported by the internet. (Purwitasari et al., 2019). In 2007 growth in ticketing pushed the International Air Transport Association (IATA) to turn a paper ticket into an electronic ticket. (Sulaiman et al., 2008).

Method

We verified 250 customers who had used social media from Garuda Indonesia airlines to interpret and evaluate data obtained using structural equations. Materials used to calculate research variables have been adapted from (Seo & Park, 2018) and some changes had been given to fit the context of the study. The 5-point Likert scale is used, where 5 points indicate "very agree" and 1 point indicates "very disagree". Techniques used in the analysis and interpretation of data is SEM (Structural Equation Modeling) in accordance with the model developed in this study, which is supported through AMOS 24 program (Hair et al., 2006).

Discussion & Result

The question used in this research was designed first by doing a conceptual review related literature and afterwards incorporating and updating the elements of the questionnaire. The questions cover the aspects of the information on airline social media promotion into information credibility (4), information quality (3), and information quantities (3), then forming ten questions. In addition, surveys as specific questions are more about customers characteristic and social media characteristics their use, as well as specific questions about factors such as brand trust, online ticket sales, and e-WOM. The survey was conducted from 27th June 2020 to 29th June 2020 to people who had used social media as an information tool for promoting Garuda Indonesia airlines.

Table 1.
Survey Item

Variable	Measurement Items
Information Quantity	I am looking for information about Garuda Indonesia airline promotions through social media owned by Garuda Indonesia (Facebook, Instagram, Twitter). Garuda Indonesia airline social media has a lot of information about the promotions given. Many people post promotional information about Garuda Indonesia airlines on social media.
Information Credibility	In my opinion the information on social media provided by the Garuda Indonesia airline regarding regulations during the Covid - 19 pandemic can be trusted. In my opinion, information on social media about the health protocol provided by the Garuda Indonesia airline when the Covid - 19 pandemic is clear. In my opinion the information on social media provided by the Garuda Indonesia airline during the Covid - 19 pandemic was very influential. In my opinion Information on social media related to flight unavailability due to large-scale social restrictions is clear.
Information Quality	I can easily understand the information provided on the Garuda Indonesia social media. I feel that the Garuda Indonesia airline's social media information can be trusted. Overall , I believe the quality of information provided on social media on Garuda Indonesia airline is great.
e-WOM	I am going to give a good opinion on the Garuda Indonesia airline I use on my digital networking. I would suggest anyone to use the Garuda Indonesia airline I use via my social media. I would suggest my social media followers to use the Garuda Indonesia airline.
Feelings About Brands	Garuda Indonesia is the Aviation industry's leading airline. My experience with this airline is memorable. I feel that Indonesian airlines are customer-centered.
Online Ticket Sales	Garuda Indonesia online ticket sales service makes it easy for me. Online ticket sale helps in purchasing Garuda Indonesia tickets. I feel confident using Garuda Indonesia ticket sales online because of promotions given by the company.

Source: (Seo & Park, 2018)

The analysis of respondent characteristics was done by examining population frequency and general characteristics. The respondents consisted of 115 (46%) men and

135 (54%) women. 116 (46.4%) respondents were aged between 17 and 25, 56 (22.4%) aged between 26 and 35, 24 (9.6%) aged between 36 and 45, 29 (11.6%) respondents aged 45 and 55, 25 (10%) respondents age >56. 152 (60.8%) of respondents traveled for tourism / vacation purposes, 32 (12.8%) traveled on business or met other commercial destinations, 27 (10.8%) traveled for official trip, and 39 (12.8%) traveled for Educational purposes. The following information confirms the purpose of traveling using the airline, which is tourism/vacation spot 152 (60.8%), 103 (41.2%) is the student respondents, 64 (25.6%) is the employee respondents, 29 (11.6%) is the entrepreneurial respondents, 25 (10%) is the teacher/lecturer respondents, and 29 (11, 6%) is other respondents.

Table 2.
Demographic Characteristics of Respondents.

Category		Frequency (person)	Ratio (%)
Gender	Male	115	54
	Female	135	46
Age	17-25	116	46,4
	26-35	56	22,4
	36-45	24	9,6
	46-56	29	11,6
	>56	25	10
Purpose of trip	Tourism trip	152	60,8
	Study trip	39	15,6
	Bussines trip	32	12,8
	Official trip	27	10,8
Airline Social Media	College student/student	103	41,2
	Employee	64	25,6
	Entrepreneur	29	11,6
	Teacher/lecture	25	10
	Others	29	11,6
Total Number of Respondents		250	100%

Source : Own Calculation, 2020.

Within this study, the validity was checked by conducting a confirmatory factor analysis for a measuring model before evaluating the research hypotheses. Convergent validity was obtained by showing that for all measured items the Squared Multiple Correlations (SMCs) values were 0.5 or more, while the Standardized Regression Weight (SRWs) values were 0.7 or greater.

Table 3.
Results of confirmatory factor analysis for constructs.

Construct	Variable Measured	SMC	Regression Coefficient (C.R.)	Standardized Regression Coefficient	α
Influence of Promotion	Information Quantity 1	0,38	0,62(10,48)	0,62	0,67
	Information Quantity 2	0,49	0,51(10,11)	0,51	
	Information Quantity 3	0,33	0,67(10,62)	0,67	
	Information Credibility 1	0,43	0,57(10,37)	0,57	0,64
	Information Credibility 2	0,51	0,49(10,08)	0,49	
	Information Credibility 3	0,39	0,61(10,50)	0,61	
	Information Credibility 4	0,04	0,97(11,12)	0,97	
	Information Quality 1	0,68	0,32(8,92)	0,32	0,85
	Information Quality 2	0,66	0,34(9,11)	0,34	
	Information Quality 3	0,62	0,38(9,43)	0,38	

Note: α = Cronbach' α

Source: Own Calculation, 2020

After confirmatory factor study, the analysis of the measurement model was performed to integrate all variables and check the suitability of the model in this research. The fit model in this research is $\chi^2 = 241.31$, $df = 149$, $CMIN / DF = 1.62$, $p = 0.00$, $GFI = 0.90$, $RMSEA = 0.05$, $AGFI = 0.88$, $TLI = 0.96$, and $CFI = 0.96$. In this case, it shows that all indexes have met the level of acceptance and overall good suitability. In addition, the AVE value for each construction shows 0.5 or more after measuring for each possible variable in the measurement model. Therefore, in this study there is a convergent validity that exists between the measurement variables used.

To test the hypothesis, analysis of the model structural equation was performed. The research found that the match index is $\chi^2 = 2670.51$, $df = 171$, $CMIN / DF = 15.62$, $p < 0.001$, $GFI = 0.26$, $AGFI = 0.17$, $RMR = 0.23$, $RMSEA = 0.24$, $TLI = 0.00$, and $CFI = 0.00$, satisfying match standard of acceptability. The structural model provided in this analysis has therefore been evaluated as suitable. Fig.(2) indicates the analysis results for the hypotheses.

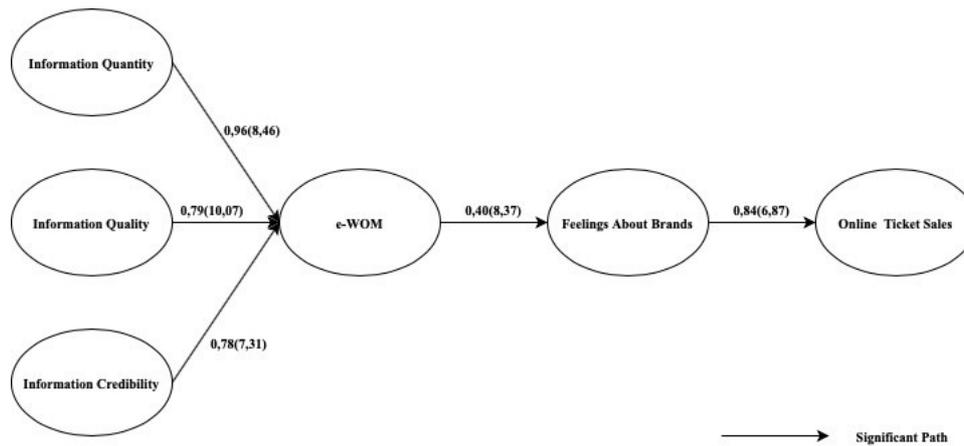


Figure 2. Analysis Results of Research Model

The effect of quantity of information on the e-WOM among the information feature in social media $\beta = 0.96$, C.R. = 8.46 ($p < 0.001$), indicating statistically significant effects. This indicates that the amount of social media information is a key variable that can cause e-WOM. The consistency of social media knowledge has a statistically significant impact on e-WOM, as $\beta = 0.79$, C.R. = 10.07 ($p < 0,001$), clearly shows that e-WOM activity increased as information quality improved. The reliability of knowledge in social media has had a statistically important impact on e-WOM as $\beta = 0.78$, C.R. = 7.31 ($p < 0.001$), indicating that the impact is statistically important. The statistically important effect of E-WOM on a brand identity is $\beta = 0.40$, C.R. = 8,37 ($p < 0,001$) which is the main brand identity element. In other words, on enabling e-WOM, brand image increases. Moreover, the brand identity can be improved by e-WOM activities, and this is seen in customer memories when an airline is remembered or identified. In this study, e-WOM and the brand image have a statistically significant impact on on the selling of online tickets is $\beta = 0.84$, C.R. ($p < 0,001$) = 6,87. This shows that as the brand image grows, deepening the online ticket sales, and from the company's viewpoint, consumers who create online marketing campaigns become more relevant as they share the values and resources of the company and establish relationships with the business. In other words , e-WOM plays a constructive role in improving the brand identity and creating a high ticket sales rate online. Furthermore, e-WOM has a direct effect on online ticket sales information.

Conclusions

The conclusion of this study shows that among the 250 respondents are dominated for the purpose of holiday travel. Based on the results of the analysis, the characteristics of information promotion have a significant influence on e-WOM, and information quantity has a greater influence among the three characteristics of information promotion. Therefore, if Garuda Indonesia airline company wants to increase e-WOM, Garuda Indonesia company needs to increase information quantity. Then, the e-WOM variable has a significant influence on feelings about brands, so if the e-WOM strategy implemented by the Garuda Indonesia company is successful and has an increase, it will have an impact on the feelings about brands that are felt by customers. Then, feelings about brands also have a direct influence on online ticket sales. So, if feelings about brands are felt by customers, it will have an impact on online

ticket sales. So with that, information quantity has the most important role so that it can give effect to online ticket sales. This is because all variables are mutually sustainable and influential.

A basic results of this research could be summarized as follows; First, the part relating to airline marketing and decision-makers will need to provide their customers with more and more quality promotional effects and trigger positive e-WOM. Opinion leaders expect social media to create brand profiles in the midst of social media interactions as part of their everyday lives and to actively promote these brands. When the public sees the shared messages, photographs, and videos, they will spread the advertising and express their own views as well. It needs to be reconsidered, however, that e-WOM meets clear instructions online. Apart from that, a large number of promotions can be filtered out by many users, filtered for all interesting products, gathered the desired content and analyzed calmly and sophisticatedly.

In this case, the daily lives carried out on a social media can have an effect on the company's brand image and online ticket sales. Many companies and organizations have recognized that "feelings about brand" is an important component of brand image. The strength of a strong brand power has a large effect, it is significantly able to provide a risk perception that can be felt by consumers and influence a customer's decision making. Second, real understanding of a faulty customer's idea, in order to encourage a more nuanced understanding, relationship marketing is important. Such an advertising style needs to be attempted to establish an emotional bond like the one that already exists in human relationships, and it is known that current consumers already find certain services and goods. Greater relationships can be established through the establishment and strengthening of long-term partnerships with consumers through an organized and personalized brand experience. Certainly, the improved bond will not be easily broken.

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