

THE INFLUENCE OF PROMOTIONS AND DIGITAL MARKETING TOWARDS BUYING DECISIONS WITH CUSTOMER EXPERIENCE AS MODERATING (Case Study on Garuda Indonesia Airlines)

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Abstract: This research focuses on the influence of promotions, digital marketing, purchasing decisions, and customer experience in the context of Garuda Indonesia Airlines. The aim of this research is to understand the extent to which digital promotions and marketing influence customer purchasing decisions on this airline, with the mediator being customer experience. The population of this research is Garuda Indonesia Airline users. The sample was selected using a purposive sampling technique with the criteria that respondents were aged 20 years old over and had previously used this airline's services. Data were analyzed using the SEM-PLS method. The research results show that the relationship between promotions, digital marketing, and customer experience greatly influences purchasing decisions, namely the concept that satisfied customers tend to be more loyal. This research provides insight that digital promotions need to be considered by Garuda Indonesia Airlines to improve customer experience which will later influence consumer purchasing decisions.

Keywords: *promotions, digital marketing, purchasing decisions, costumer experience*

1. Introduction

Air transportation is a system or method of transporting people and goods by air using aircraft. This applies to the operation of airlines, airports and other supporting infrastructure and services. Aviation has become one of the most important means of global mobility, enabling fast and long journeys, efficient delivery of goods, and connecting distant regions (Subekti, 2017). In this era of revolution, 4.0 Air transportation has developed rapidly and become part of modern life. Likewise with PT. Garuda Indonesia, an airline that implements full service, has its promotions, digital marketing, and costumer experience.

Based on data <https://www.topbrand-award.com/top-brand-index/> shows the top 5 Top Brand Index (TBI) 2023 that the highest airlines are Garuda Indonesia (21.7%), Citilink

(17.4%), Batik Air (16.2%), Air Asia (11.1%) and Lion Air (11%). From this data, it can be seen that there is tight business competition between Garuda Indonesia and other airlines. Garuda Indonesia Airlines is a government-owned airline (BUMN) that operates domestic and international routes. From year to year, Garuda Indonesia Airlines has always been a leader in the aviation market in Indonesia. Based on data from the Garuda Indonesia web page, it is stated that there will be an increase in passengers of up to 36.45 percent in the third quarter of 2023 (<https://www.garuda-indonesia.com/id/id/news-and-events/garuda-indonesia-produksikan-peningkatan-nomor-penumpang-anggaran-30-persen>)

Based on data from the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia in 2023 will reach 215.62 million or grow 2.38 percent (around 5 million users) compared to 2022. In terms of age, the majority of internet users in 2023 will be aged 13- 18 years (12.15 percent), 19-34 years (32.09 percent) and 35-54 (33.67 percent). Meanwhile, elderly people or 55 years and over were 7.19 percent. Garuda Indonesia needs to improve its digital promotion and marketing strategy to remain relevant, reach a wider target market, and maintain its competitive advantage in an era of ever-developing technology. Even though Garuda Indonesia is a well-known national airline, it can be difficult to make customers aware of their various discounts, promotions, and new services. Plus using the right channels in the digital environment, Garuda Indonesia needs to use the right social media channels, websites, and applications to effectively reach their target audience, especially internet users who are of advanced age so that promotions in digital marketing reach their targets. The more channels used, the more complex the digital marketing management and optimization becomes. This research aims to understand how digital promotions and marketing influence customer purchasing decisions on the Garuda Indonesia airline, by taking the mediating variable in the form of customer experience. In other words, this research aims to explain the extent to which promotions and digital marketing influence customer purchasing decisions, as well as how customer experience can mediate or explain the relationship between promotions, digital marketing, and purchasing decisions.

2. Literature review

Promotion

According to (Salam et al) (Sapitri & Damayanti, 2022), promotion is one of the company's marketing tools that aims to make the products being marketed better known to costumers through various kinds of promotions, which are expected to increase sales results. According to (Lamasi & Santoso, 2022) Promotion is the delivery or provision of information to other people to influence or persuade them to buy certain goods or services. The general goal of promotion is to increase the sales volume of a product or service. The promotion process consists of influencing people consistently so that they become more aware of the quality or superiority of the goods or services. Promotional indicators include a) Promotional media; b) Quality of promotion; c) Quantity of promotions; d) Promotion time; and e) Accuracy or suitability of promotional objectives according to (Hairiyah & Ali) (Prihartono, 2023). Promotion is the company's way to persuade and inform consumers about their products directly or indirectly according to (Munawar & Mahaputra) in (Prihartono, 2023). It is started promotion in ia an action taken by company or service provider to attract costumer interest in using their services according to (babin et al) in (Ziad Sungkar, Suseno Farhan Santoso, Vica N. Harahap, 2021)

Digital Marketing

Digital Marketing uses electronic platforms to promote services and products according to (Mkwizu) (Deb et al., 2022). Digital Marketing is a relatively new scientific field that has experienced rapid growth and is often considered the future of marketing according to (Magano et al, 2020) (Deb et al., 2022) Digital Marketing is a type of technology that allows businesses to communicate with customers regularly.

The use of Digital Marketing in Airlines is the most exciting and rapidly growing form of marketing in an ever-changing world where the provision of services that increase ownership of the necessary technological equipment has increased and continues to develop. This has become one of the most popular ways to market to airlines in recent years.

According to (Yu et al) (Deb et al., 2022) the digitalization of the marketing system as a whole has changed the business ecosystem. The recent development of digital technology is a challenge for business systems according to (Sanasi et al) (Deb et al., 2022). This system has changed communication patterns to reach prospective and potential customers through the use of the Internet and smartphones.

There are five indicators of digital marketing namely: Online Communities, Interaction. Sharing of Content, Accessibility, Credibility Describes according to (Karman) in (Of et al., 2022)

Decision Customer

According to Peter and Olson in the research journal (Weenas) in (Cesariana et al., 2022) purchasing decisions are an integration process used to choose between various alternative attitudes. Costumers tend to buy certain brands they like when they buy something.

Customer decisions can be described as when customers decide to buy something, they make references between brands in a broad choice group and buy or use the goods or services they like.

Purchasing decision indicators according to (Kotler, P. & Keller,) in (Cesariana et al., 2022) The indicators used to measure purchasing decisions are as follows:

- a. Problem recognition: the stage where consumers recognize the right brand to meet their needs.
- b. Information search: information about brands through various media supports consumers to find out the advantages of a brand.
- c. Evaluation of alternatives: this is the most suitable brand compared to other alternative brands.
- d. Purchase decisions: costumer confidence in making decisions about brands.
- e. Post-purchase behavior: there is a positive perception from costumers after using the product with the brand they purchased.

Despite the prominent power that brands exert on costumer decisions, many previous costumer decision processes have treated brands as product attributes, on par with price, color, or size in particular. This costumer decision process could occur, for example, consumers who want to buy airline tickets weigh the importance of safety or service differently depending on the airline brand.

Customer purchase decision making is a proses of selecting from several alternatives and solving problems that customer have. Then customer can evaluate these various choices and can determine the attitude to be taken next according to (Ernawati) in (Of et al., 2022)

Basically, information quantity has a relationship in making buying decision. Much or less information that is obtained relate to product will always be needed in decision making, customers tend to consider more brands than they want (Fadillah et al., 2020).

Customer Experience

Strategic processes in customer experience management according to (Schmitt) (Nur Wakhidah & Udmi Pusfitasari, 2022) are by managing or implementing the costumer's experience with a product or company. Dimensions of costumer experience according to (Manap) in (Nur Wakhidah & Udmi Pusfitasari, 2022) namely: Sense (Five Senses), Fell (Feeling), Think (Mindset), Act (Lifestyle), and Relate (Relationship).

The customer experience felt when using aviation services is also a consideration for consumers today. To keep consumers loyal, a strategy is needed that not only focuses on quality but also customer experience to increase customer satisfaction. (Nur Wakhidah & Udmi Pusfitasari, 2022). Customer experience is the perception of motivation in observing or participating in an event according to (Chen & Lin) in (Syam et al., 2022)

Over the past decade, customer experience has received extraordinary attention in marketing research and practice. business leaders that customer experience is central to a company's competitiveness according to (McCall) (Becker & Jaakkola, 2020), and marketing experts call it the fundamental basis for marketing management according to (Homburg et al; Lemon and Verhoef) (Becker & Jaakkola, 2020).

The influence of promotions on purchasing decisions

Research carried out according to (Anugrah) in (Sajidah & Aulia, 2021) shows that promotions have a significant influence on customer satisfaction, meaning that if the promotions offered by the company are better and more attractive, it will create satisfaction for customers after making transactions. According to (Kotler) (Tolan et al., 2021) stated that customers will not buy the Company's products in sufficient quantities, it is necessary to first introduce a product to customers in a marketing process, namely promotion. Based on research conducted according to (Alamsyah) in (Marbun et al., 2022) shows that promotions have a positive and significant effect on purchasing decisions.

H1: promotions have a positive influence on purchasing decisions.

The influence of digital marketing on purchasing decisions

Digital Marketing also has a significant influence on the level of customer satisfaction because it can provide customers with the same basic benefits as other forms of marketing, so customers can also search for product information provided by the Company in the form of social networks. At times like this, it is very suitable to market products through digital marketing because with the development of the era the internet has become embedded in people's lives (Lucyantoro & Rachmansyah, 2017). The use of digital marketing media can strengthen customer satisfaction and enable companies to stay in touch with their customers. Customer satisfaction has recently received attention in the context of the paradigm shift from transactional marketing to relationship marketing. (Firmada & Lukiastuti, 2022). In this way, people who receive product information from these digital channels are helped in deciding whether or not to buy the product or service (Sopiyan, 2022).

H2: digital marketing has a positive influence on purchasing decisions.

The influence of purchasing decisions on customer satisfaction

Customer satisfaction has now become part of the Company's big goal. In addition to obtaining profits or profits as large as possible, at the same time companies and business actors can face increasingly fierce competition to maintain the survival of the company. According to

Westbrook & Reily quoted by (Tjiptono) in (Tirtayasa et al., 2021), costumer satisfaction is an emotional response to experiences related to purchasing a product. In the next stage, the purchase is expressed in action, at the end of which the product has been selected, and the customer will re-evaluate the decision he has taken. According to (Kotler & Armstrong) in (Paludi & Nurchorimah, 2021). In the evaluation stage, costumers determine brand ratings and form purchase intentions toward customer satisfaction. Based on research conducted according to (Budiono) (Kadi et al., 2021) found that purchasing decision variables have a significant positive influence on consumer satisfaction.

H3: Purchasing decisions have a positive influence on customer satisfaction.

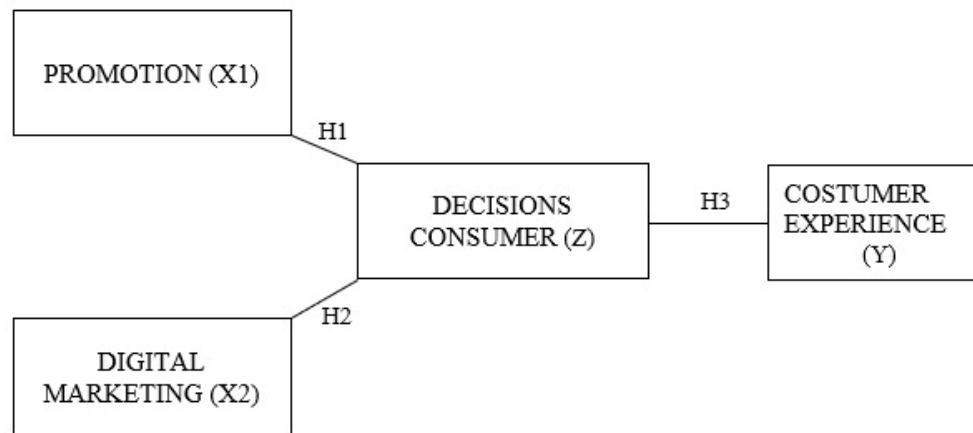


Figure 1. Conceptual Framework

Table 1. List of Indicators.

Variables	Indicators	Source
Promotion	X1.1 Promotional message namely the standard assessment of a good and bad message conveyed to the market in the promotion.	(Syahputra & Herman, 2020)
	X1.2 Promotional media are the means used by the company to carry out promotional activities.	
	X1.3 Promotion time is the length of time used when the promotion takes place.	

		Promotion frequency is the number of sales promotions carried out at one time.	
	X1.4		
	X2.1	Accessibility.	
Digital Marketing	X2.2	Interactivity.	(Lombok & Samadi, 2022)
	X2.3	Entertainment.	
	X2.4	Trust.	
	Z1.1	Z1 Identify needs.	
Buying Decision	Z1.2	Z2 Dig up product information.	(Rizqillah & Kurniawan, 2020)
	Z1.3	Z3 makes product purchases.	
	Z1.4	Behavior after purchase.	
	Y1.1	Cognitive.	
Costumer Experience	Y1.2	Emotional.	(Setiobudi et al., 2021)
	Y1.3	Physical.	
	Y1.3	Sensory.	

3. Research Method

The approach in this research uses quantitative to identify all the concepts that are the research objectives. The method in this research is a quantitative research method with a quantitative descriptive type. The focus of this research is processing statistical data explaining the analysis of relationships between variables and recording as much data as possible from a wide population. In this research, there is a sample selection technique using a non-probability sampling technique called purposive sampling, which is a method where researchers deliberately select samples based on certain attributes that are by the research objectives and help resolve research questions (Suhartanto, 2014). Data were analyzed using SEM PLS.

4. Results and Discussion

Validity and Reliability Testing

The convergent validity test value in this research will be known based on the AVE value and loading factor value, with the following results

Table 2. Validity and Reliability Test Results

Variables	Cronbach's Alpha	Composite Reliability	AVE
Digital Marketing	0.853	0.900	0.693
Promotion	0.788	0.816	0.689
Buying Decision	0.550	0.872	0.694
Customer Experience	0.781	0.874	0.699

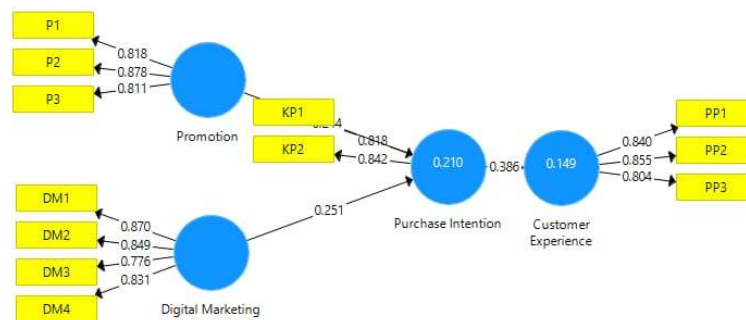


Figure 2. PLS Algorithm

The table and image above are the results of testing the outer model in which there are several measurement criteria including the value of outer loading, Cronbach's alpha, composite reliability, and Average Variance Extracted (AVE). In the first part, namely outer loading, the author eliminated four construct items because they had factor values below 0.7 and AVE values below 0.50. Indicators with low loading factors can be deleted thereby increasing the AVE value. For the other factor loading values, all indicators have met the criteria and the Average Variable Extracted (AVE) value of each variable also has a value above 0.5 so all of them can be said to be valid.

For the reliability test, it can be seen in the table above that there is one construct with a Cronbach's Alpha value that is less than 0.7, which is worth 0.550. As previous experts said,

a reliability value of 0.6 is still acceptable and a value of 0.5 is still acceptable but is included in moderate reliability (Hair et al., 2017). Previous research also stated that Cronbach's Alpha and Composite Reliability values are the same values for measuring reliability. However, experts say that the Composite Reliability value is consistently better and technically more appropriate to apply the consistency reliability measure than the Cronbach's Alpha value so the two values can be used interchangeably (Hair et al., 2017; Peterson & Kim, 2013).

Direct Effects

Figure 2 shows the unidirectional relationship between variables. Hypothesis testing is carried out at a significance level of 5%, accepted if the T count is > 1.79 (T table) and $p < 0.5$. The results of hypothesis testing obtained by smart pls bootstrapping are presented in Table 4.

Table 3. Path Coefficients and T-Values

Hypothesis	Path/Relationships	β	T-VALUE	P-VALUE	Results
H1	DM Variables $\rightarrow$ PI Variables	0.251	1,747	0.081	Declined
H2	Variable PI $\rightarrow$ Variable CE	0.386	5,082	0,000	Accepted
H3	Variable P $\rightarrow$ Variable PI	0.244	1,801	0.072	Declined

The table above shows that based on the path analysis that has been carried out, one hypothesis is accepted and two other hypotheses are rejected. Digital marketing variables ($\beta = 0.251$, $t = 1.747$) and promotion variables ($\beta = 0.244$, $t = 1.801$) do not influence the purchasing decision variable because it has a t-value of less than 1.96 and a p-value of more than 0.05 where the criteria for the hypothesis to be accepted is that it must have a t-value of more than 1.96 and a p-value of less from 0.05 (Garson, 2016).

Indirect Effects

Table 4. Indirect Effect

Path/Relationships	β	T-VALUE	P-VALUE	Results
DM Variables $\rightarrow$ PI Variables	0.097	1,391	0.165	Declined
Variable P $\rightarrow$ Variable PI	0.094	1,590	0.113	Declined

Based on the table above, it can be concluded that the digital marketing and promotion variables have no direct or indirect influence on the purchasing decision variable because they have a t-value of less than 1.96 and a p-value of more than 0.05. So it can be concluded that there needs to be a mediating variable between these two variables so that they can influence each other.

Goodness of Fit Test

Table 6 shows the R-squared value criteria, with 0.75 strong, 0.50 moderate, and 0.25 weak.

Table 5. R Square		
Variables	R2	Results
Buying decision	0.210	Weak
Customer Experience	0.149	Weak

The suitability of the structural model can be seen from the Q-squared as follows:

$$Q^2 = 1 - (1 - 0.210)(1 - 0.149) = 0.327$$

The Q-squared obtained was 0.94. Because the Q-squared is higher than 0, the model is proven to have predictive relevance with a strong value.

5. Conclusion

The results of this research provide valuable insight into the relationship between promotions, digital marketing, purchasing decisions, and customer experience in the context of Garuda Indonesia Airlines. Specifically, the findings show that customer experience greatly influences purchasing decisions, which is consistent with the concept that satisfied customers tend to be more loyal.

However, the finding that digital marketing and promotions do not have a direct influence on purchasing decisions suggests that in the aviation industry, other factors, such as service quality, ticket price, and travel comfort, may have a more dominant influence on customer decision-making.

Despite this, digital marketing and promotions still have a significant role in influencing customer experience. Company efforts to utilize digital marketing and promotions can increase customer awareness of available services and offers, thereby creating a more positive experience. Therefore, airline companies like Garuda Indonesia Airlines still need to invest in digital marketing strategies and smart promotions to retain and attract customers.

6. Implications

The results of this research provide several managerial implications that can help Garuda Indonesia Airlines and similar companies in the aviation industry. First, emphasis needs to be placed on improving customer experience. Research shows that customer experience has a positive effect on purchasing decisions. Therefore, companies must continue to strive to improve service quality and ensure customers are satisfied. Second, while digital marketing and promotions do not have a direct influence on purchasing decisions, they are still important for increasing customer awareness of a company's services and offerings. Therefore, digital marketing strategies must be optimized to reach the target audience with relevant messages. Next, companies can consider integrating digital marketing with improving customer experience. This can involve leveraging digital platforms to provide useful information, simplify the check-in process, and support more personalized customer interactions. Additionally, promotional strategies must be assessed and developed on an ongoing basis to ensure that they reflect added value that meets customer and brand needs. Authenticity and quality of service need to be emphasized in the customer experience.

Finally, companies are advised to continue research and market studies to better understand customer preferences and needs, as well as other factors that may influence purchasing decisions. This will help companies to continue developing relevant and effective strategies. By paying attention to these managerial implications, Garuda Indonesia Airlines and similar companies can be more effective in running their operations and retaining loyal customers.

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