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The Influence of Marketing Strategy Through Social Media on Retail Business Partner Satisfaction at Soekarno-Hatta Airport

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Abstract: This study aims to analyze the effect of the independent variables (media interactivity, recommending affordance, immersion experience, and credibility perception) on the dependent variable (intention to continue use). Respondents in this study focused on business partners who use airports service company social media. The data used in this study is primary data that comes directly from the object of research. The research sample was selected using a purposive sampling method in order to obtain 150 respondents as the sample. The data analysis used to test the hypothesis is Partial Least Square SmartPLS 4 software PLS-SEM. The results showed that the independent variables (media interactivity, recommending affordance, immersion experience, credibility perception) had a positive effect on the dependent variable (intention to continue use). The results of this study also provide information that the existence of social media for airport service companies will increase the company's initiative in making breakthroughs in innovation and development of its social media. In addition, social media increases the efficiency of a company, including reducing the burden of communication costs, and can also reduce research costs because social media makes it easy to conduct direct surveys of business partners. With social media, it can also increase the loyalty of retail business partners to airport service companies (brands) that they own.

Keyword: Media Interactivity, Recommending Affordance, Immersion Experience, Credibility Perception, Intention to Continue Use

INTRODUCTION

Law Number 1 of 2009 concerning aviation explains that an airport is an area on land or in water with special boundaries which is used as a location where aircraft can land, take off and can also be used to drop off and pick up passengers, unload cargo and can be a location for moving intra and inter-modal transportation with complete safety and security equipment to support passengers. The existence of an airport can be the axis of economic growth in the area around the airport itself, the benefits of which are not only felt by the stakeholders but also the people who live around the airport. The service from the airport itself is important to create a sense of satisfaction for transportation users by creating a sense of security, an orderly

atmosphere, smooth conditions and a sense of comfort so that it can add value to economic actors in providing good and optimal air transportation services. Airports also need to strive to achieve large profits by ensuring a sense of security and safety during flights. Airport services and facilities themselves consist of 3 (three) activities, namely: 1. Essential Operational Services (ATS, RFFS, Security, etc.) which refers to the operational quantity of air traffic services, safe and secure situations in flights. 2. Traffic Handling Services (Check-in, Counter, Loading/Unloading, etc.) to support flight services. 3. Commercial Activities (Concessionaires, etc.) are hereditary businesses due to the existence of air passengers and service users from the airport, cargo, and use of the airport area itself.

Regarding the three things mentioned above, there is something that stands out enough to do research, namely from the aspect of commercial activities. The development of the business paradigm in this era shows that entrepreneurs are no longer consistent in holding only theoretical knowledge but are also accompanied by developing concepts that lead to authentic services, both in products and services. Airport service companies can also stimulate entrepreneurs and brand creators to collaborate with airports to grow simultaneously by providing authentic services and experiences to airport service users.

The presence of retail business partners at the airport directly provides opportunities and has the potential to improve airport business performance. These retail business partners also play a role in increasing comfort and convenience at airports and increasing the portion of airport services companies' non-aeronautical revenues. Doing business at the airport is the right choice for airport service companies in a marketing activity that is quite promising because through collaboration with retail business partners it can provide opportunities for retail business partners to gain profits from airport service users. Airport service users will indirectly spend their money to buy benefits for products offered by business partners at the airport while passengers wait for the departure time to arrive or for employees who work at the airport or for relatives/relatives who accompany their relatives or family to travel while Enjoy the service facilities available at the airport (Simarmata & Keke, 2019).

The existence of retail business partners at airports cannot be separated from marketing strategies through the role of social media used by airport service companies. In the current technological era, social media is becoming a trend among business activists as the most profitable media for marketing. This is supported by the increase in internet users in Indonesia which has increased from year to year. Based on a report from we are social quoted by Annur (2022), internet users in Indonesia in 2022 will reach 204.7 million people. Compared to internet users in 2018, the growth of internet users in Indonesia in 2018 only reached 50% of the total population and has now increased by 54.25% in 2022. The increase in internet users in Indonesia increasingly opens up great opportunities for business activists to market services via social media which are mostly owned by people who open the internet.

Through marketing on social media, airport service companies can reduce excessive operational costs in marketing activities. Apart from that, airport service companies can use social media to introduce their products (services), provide information regarding what products (services) are being sold and make a deep impression on retail business partners so that it will attract retail business partners' interest in doing business at the airport. However, marketing carried out by a company via social media has its own challenges that need to be conquered by each business activist, for example whether the products offered are the same or similar (Yulihapsari et al., 2023).

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Social media is one of the platforms that airport service companies can use to interact and communicate with business partners, Pane et al (2020). Next, retail business partners will continue by perceiving the value of what they see and feel about the services provided to become a consideration factor for business partners to continue collaborating on renting out space offered by airport service companies. Apart from that, profits will also be doubled if the satisfaction felt by retail business partners is conveyed to other people in the form of recommendations. Therefore, it is important for airport service companies to provide the best service to their retail business partners (Ulfah et al., 2020).

Airport service companies always monitor developments in customer satisfaction through regular Customer Satisfaction Index (CSI) measurement surveys to encourage continuous service improvement. CSI measurements are carried out through surveys with questionnaires to 5 (five) customer groups, namely passengers, cockpit crew, station managers, concessionaires and cargo customers. It is important to disseminate the results of the CSI measurement survey to managers and coordinate with various stakeholders (aviation operators, customs, immigration, quarantine, BMKG) in order to create a common understanding and unity of action in following up on various measurement results to improve airport services (Susanto & Keke, 2020).

Business activists need to carry out marketing by selling products (services) which is done by giving an impression that can become a consistent characteristic of the product being offered and others. So it will bring in consumers who are in line with the product's marketing targets (Susanto et al., 2023). This is done in order to optimize the intention to continue using social media by retail business partners. Intention to continue use can be used as an assessment aspect or determinant of the level of satisfaction possessed by customers, Li et al (2012), especially for retail business partners as customers of airport service companies. Intention to continue use can also be interpreted as the extent to which users have a desire to reuse the airport services offered based on the customer's perceived value and satisfaction. In the context of using the place (services) offered, retail business partner satisfaction can be caused by many factors, starting from service, ease of obtaining information, compensation provided, security, comfort, cleanliness and others. In research conducted by Zhu et al (2017) it is stated that the factors that influence intention to continue use are the influence of internal factors in the form of experience gained by customers and external factors found in market competitors in the same field, namely airport service companies.

Formulation of the problem

Based on the background of the problem above, the problem formulation of this research is:

1. Does interactivity media have a direct influence on the immersion experience?.
2. Does interactivity media have a direct influence on credibility perception?.
3. Does recommending affordance have a direct influence on immersion experience?.
4. Does recommending affordance have a direct influence on credibility perception?.
5. Does immersion experience have a direct influence on credibility perception?.
6. Does immersion experience have a direct influence on intention to continue use?.
7. Does credibility perception have a direct influence on intention to continue use?.

METHOD

The data analysis method uses SEM PLS smart PLS 4 PLS-SEM software, with a sampling method using purposive sampling with a quantitative research type. The data

collection method uses a hardcopy questionnaire and a softcopy questionnaire (Google form) with a sample of 150 retail business partner respondents using a Likert scale.

RESULTS AND DISCUSSION

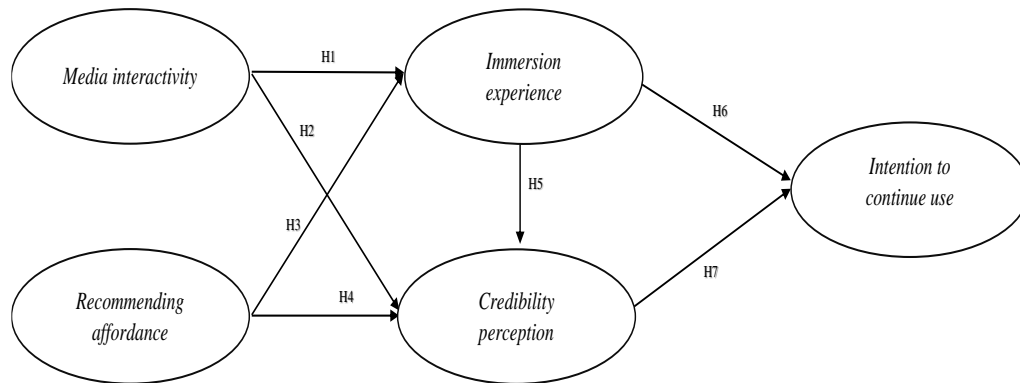


Figure 1. Framework Research

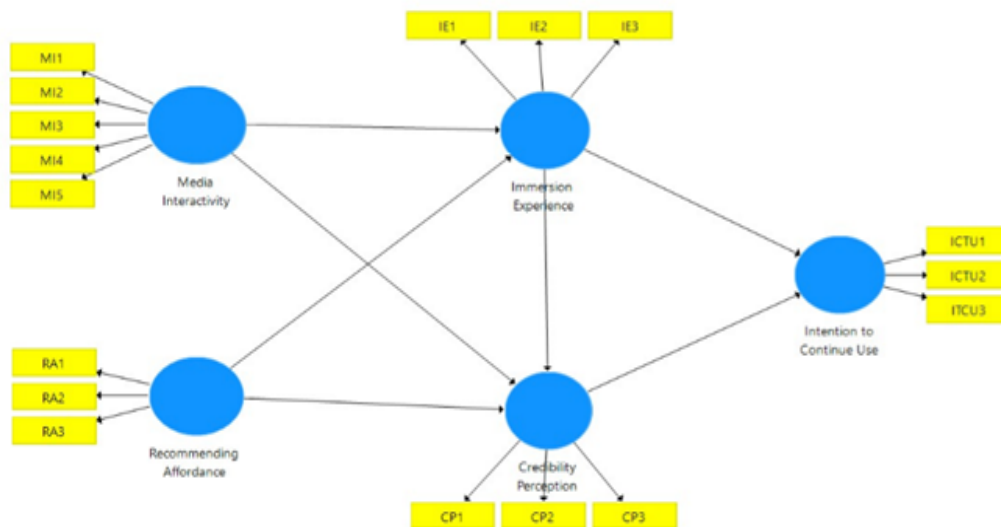


Figure 2. Desain Smart PLS

The data is distributed with an average of 3,707-4,173. The variable has a minimum value of 1-3 and a maximum of 5. The standard deviation ranges from 0.601-1.118 which shows the spread of the data. Excess kurtosis and skewness show a distribution that is different from normal for several variables. All variables (X1-X4 and Y) have high internal consistency (Cronbach's alpha, rho_A, composite reliability). These variables are reliable and valid for further analysis. There is a high correlation and close relationship, latent variables X1, X2, X3, X4 and Y have a close relationship. High correlation indicates a possible causal relationship in the model. X2 has the strongest correlation with Y. X1, X2, and X4 have a positive correlation with Y. X3 has the lowest correlation with other variables. X1 has a significant relationship with X2 and X3. X2 has a significant relationship with X3 and X4. X3 has a significant relationship with X4. X4 has a significant relationship with Y. These findings support the hypothesis proposed regarding the influence between latent variables in the model. Variable X4 seems to have an important role in influencing Y (intention to continue use).

CONCLUSION

The interactivity media variable has a positive effect on immersion experience, the interactivity media variable has a positive effect on credibility, the recommending affordance variable has a positive effect on immersion experience, the recommending affordance variable has a positive effect on credibility perception, the immersion experience variable has a positive effect on credibility perception, the immersion experience variable has a positive effect on the intention to continue use, the credibility perception variable has a positive effect on the intention to continue use.

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