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## Strategies to Increase Airline Ticket Sales by the End of the Year

**Esti Liana**<sup>1</sup><sup>1</sup>Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia, [estimrshartono@gmail.com](mailto:estimrshartono@gmail.com)Corresponding: [estimrshartono@gmail.com](mailto:estimrshartono@gmail.com)

**Abstract:** To provide an in-depth understanding of the various results of articles related to papers with variable sales improvement strategies. The method used in this paper is qualitative by reviewing scientific articles related to describing the findings related to this paper, after that the results in this paper are in the form of perceptions in discussions and conclusions. The articles used from the last ten years come from existing international journals. Technology can help and provide speed and become a symbol for the world of aviation around the world, in addition to diverse and attractive services provide a guarantee and variety of choices for passengers.

**Keywords:** Upgrade Strategy, Airlines

### INTRODUCTION

At the end of the year, the airline industry faced unique challenges in trying to increase ticket sales. Some of the major issues faced by airlines include fluctuations in demand, intense competition, changing travel trends, and the impact of global events such as the COVID-19 pandemic. In facing the complex dynamics of the aviation industry at the end of the year, airlines need to pay attention to various strategic aspects (Paramita & Sudhartio, 2022; S., 2022). One of the main factors that must be taken into account is fluctuations in demand which tend to increase sharply during the holiday season (Albayati & Zehawi, 2022). To overcome these challenges, airlines can adopt a proactive approach by analyzing previous year booking trends, using predictive technology, and adjusting flight schedules according to expected travel patterns (Lohiya et al., 2022). Airlines need a business strategy to gain large profits (Susanto et al., 2023).

Additionally, intense competition in the aviation industry requires smart marketing strategies. Airlines can explore creating a strong brand image and focus on service excellence, as well as offering discounts or exclusive packages to increase customer appeal (Buyruk & Güner, 2021). Recognizing changing travel trends, such as increased interest in exotic destinations or a preference for group experiences, is key to developing relevant offerings. The COVID-19 pandemic has had a significant impact on travel decisions, making rebuilding customer trust a priority (Paramita & Sudhartio, 2022). Airlines can strengthen passenger safety and health by implementing strict protocols, and actively communicating with customers about the steps they are taking to ensure a safe flight experience.

In response to phenomena that may emerge at the end of the year, such as group holiday trends or increased demand at specific destinations, airlines can mine customer data to design more personalized offers (Oh & Park, 2020). This can involve the use of artificial intelligence technology to analyze customer behavior patterns and provide appropriate recommendations (Lohiya et al., 2022). Previous research has intensively explored various strategies that airlines can implement to increase ticket sales, especially in the year-end period (Wittman & Belobaba, 2017). This theme is the focus of research because the end of the year is often a critical time when travel demand peaks, but is accompanied by challenges and high competition. (Ni, 2022). Low cost carrier airline companies provide the best service to maintain passenger loyalty (Setyawati et al., 2020).

Several previous studies highlight the key role that data analysis plays in predicting demand trends at the end of the year (Rodriguez-Deniz, 2013). This approach allows airlines to plan flight schedules more intelligently, identify peak demand periods, and adjust capacity according to customer travel patterns (Kaliyeva et al., 2022). Predictive models are also used to anticipate changes in travel preferences and deal with market fluctuations (Ali et al., 2021). In addition, research on marketing strategies is an important aspect in understanding the best way to attract customers at the end of the year. This strategy involves creating a strong brand image, leveraging social media, and providing special offers or discounts, highlighting the importance of responding flexibly to changing consumer trends and adapting marketing campaigns according to market needs (Putrik et al., 2022).

A global pandemic such as COVID-19, explores its impact on travel decisions and how airlines can adapt their ticketing strategies (Travaglini & Adam, 2018), This research provides deep insight into how to rebuild customer trust through the implementation of strict safety and health protocols. Several previous studies also raised the issue of recency in ticket sales and sought innovative solutions. This includes using the latest technologies such as artificial intelligence for dynamic price adjustments, developing unique loyalty programs, and exploring strategic partnerships with others in the travel industry (Heiets, 2015).

The phenomenon, some studies also explore how airlines can capitalize on group holiday trends or increased interest in certain destinations to create more attractive offers (Langley, 2023). Overall, this previous research provides a strong foundation for understanding the strategic dynamics in increasing airline ticket sales at the end of the year. The insights gained from this research can help airlines to formulate more effective and innovative strategies in facing complex challenges in the aviation industry (Achmad et al., 2024). The aim of research on strategies to increase airline ticket sales at the end of this year is to provide an in-depth understanding of various article results relating to papers with sales increase strategy variables.

## **METHOD**

The method used in this paper is qualitative by reviewing related scientific articles to describe the findings related to this paper, after that the results in this paper are in the form of perceptions in the discussion and conclusions. The articles used are from the last ten years from existing international journals.

## **RESULT AND DISCUSSION**

From the phenomena above regarding strategies to increase airplane ticket sales, the related literature articles describe the findings or results in this paper in narrative form, the findings state that there are various strategies that can be used by airlines to increase ticket sales at the end of the year, one method involves leveraging the technology acceptance model and the theory of planned behavior to increase and expand e-ticket sales through air travel

agents, by aligning sales and marketing strategies with customer demand (Vakilaroia & Fatorehchi, 2015).

Other paper results from (Wongsunopparat & Tapanya, 2023) strategies that can be used by airlines to increase ticket sales at the end of the year, one method involves utilizing the technology acceptance model and the theory of planned behavior to increase and expand e-ticket sales through air travel agents, by aligning sales and marketing strategies with customer demand. Airlines can use sophisticated revenue management models, such as total revenue limits, to optimize pricing and maximize revenue (Ertuğrul & Sahin, 2020).

The results of the paper from (Fadeev & Alhousseini, 2023) states a set of factors that influence passengers' decisions in choosing their travel route. Some numerical examples with comments on the effect of accepting reserve customers on the optimal order limits and expected revenue increases, as well as the exact optimal protection levels in each period calculated sequentially, yielding the largest total expected revenue (Takagi, 2021). The findings of the next paper are from (Pratama & Hadibrata, 2019) states that the higher customer satisfaction with airline services, the interest in repurchasing airline tickets will also increase.

Airline incidents involving Malaysia have had an influence on demand for airline use based on airline image, public perception and customer loyalty (Zainal et al., 2015). Findings from (Schwake et al., 2015) stated that the development of airline services from year to year is increasingly receiving attention from the wider community. This can be seen from the competition in services, pricing and promotions offered by various airlines. The attractiveness of the aviation industry is quite large and promising. This can be seen in many industries in the business aviation sector. Considering the market size, this industry is quite profitable in terms of costs.

Other paper findings from (Andari & Napu, 2016) stating the WOM message and conveying a positive and interesting message in order to attract the interest of message recipients to buy plane tickets for domestic flights at Davina Tour and Travel.

The limited findings of the paper are related to this paper with the explanation of several articles that were found and have been presented and explained, so the results of this research are in the form of perceptions about selling electronic tickets through air travel agents, by aligning sales and marketing strategies with customer demand. (Vakilaroia & Fatorehchi, 2015). Another finding from (Wongsunopparat & Tapanya, 2023) where technology is used to increase sales and find passengers. Another finding that strengthens this paper is from (Schwake et al., 2015) The development of services from year to year to passengers provides attention from the public. The three findings of the paper above represent this paper, where according to this paper technology can help and provide speed and become a symbol for the world of aviation throughout the world, apart from that, diverse and attractive services provide a guarantee and various choices for passengers.

Another discussion in this paper is that each airline's strategy in getting passengers is different and varied and it has become a difference for each airline by offering strategic models that provide cost refunds, discounts, buy one get one free, and technology.

## **CONCLUSION**

Technology can help and provide speed and become a symbol for the world of aviation throughout the world, apart from that, various and attractive services provide guarantees and various choices for passengers. The strategy of each airline in getting passengers is different and varied and it has become a difference for each airline by offering strategic models that provide refunds, discounts, buy one get one free, and technology.

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