Analysis Of The Effect Of Promotion Mix Implementation On Consumer Decisions In Using Flight Services PT. Sriwijaya Air Rute Tanjung Karang – Jakarta

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Abstract—This study is directed to determine the effect of the promotion mix, namely advertising, personal selling, sales promotion, public relations and publication and direct marketing of the decision to use Sriwijaya Air flight services. To answer the objectives set in this study, questionnaires were used as a tool to collect data relating to advertising variables, individual sales, sales promotions, public relations and publications, direct marketing and the decision to use Sriwijaya Air flight services distributed to 155 respondents of Sriwijaya Air passengers. . The collected questionnaire data is then processed using multiple linear regression inferential statistics with SPSS 17. The results of multiple linear regression analysis can be seen that the independent variables include advertising, private sales, sales promotion, public relations and publication, and direct marketing simultaneously have a significant effect on the decision to use Sriwijaya Air flight services. Partially advertising, sales promotion, public relations and publications, direct marketing has a positive and real effect on the decision to use Sriwijaya Air flight services. While personal selling do not have a significant effect on the decision to use Sriwijaya Air flight services. The results of this study can provide input to Sriwijaya Air airlines to improve and make adjustments to the formulation and implementation of the promotional mix strategy to improve the decision to use Sriwijaya Air air transport services which currently can only explain the variation in the dependent variable changes by 29.2%.

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Keywords—:advertising, personal selling, sales promotion, public relations and publications, direct marketing and decision to use services.

INTRODUCTION

Airplanes become another alternative for people to travel, shifting the role of trains and ships because flight services are considered faster and more efficient. What's more with the birth of various airline service companies that offer Low Cost Carrier (LCC) which makes the middle-lower class society can enjoy traveling by airplane, making the transportation competition of flight services increasingly stringent.

n an effort to maintain the survival of the company, one of the issues that is quite important in a company other than the brand is the marketing aspect, namely promotion How can goods or services be sold and give satisfaction to consumers.Each company adheres to a different marketing system depending on the needs and size of the company. Theoretically the wisdom pursued by each companies to market production or services using promotions.

Promotion is one element of the marketing mix (markeing mix), very promotion affect the company's business to achieve maximum sales volume, because even though the products offered are good, relatively cheap and easy to obtain, if not accompanied by good promotions, then the level of sales will not be adequate.

Sriwijaya Air is one of Indonesia's private airlines with the second rank safety category, a Medium service airline that has an economical ticket price policy in running its business.

PT. Sriwijaya Air in carrying out its activities faces competition from carrier flag airlines and other private airlines to market their products to the public. To overcome this competition with the constraints of existing limitations PT. Sriwijaya Air implements a marketing strategy to seize the target market as much as possible by anticipating any changes that occur in its marketing environment.

In general, companies implement or implement a marketing mix in an integrated manner in order to increase sales in addition to fulfilling customer satisfaction. One of the marketing mixes that will be examined in this research is those that are related to promotions that play an important role in the effort to increase the level of sales through a promotion mix process.

The emergence of new competitors in the world of aviation makes the businessmen of aviation business must be more innovative in determining strategy, promotion, and networking so that they can be better known by the wider community.

For PT. Sriwijaya Air, one way to attract customers is by promoting, because promotion is the most effective way to influence consumers to be interested. The role of promotion for PT. Sriwijaya Air can be said to be the essence of the spearhead of marketing which includes: advertising (advertising), sales promotion, public relations and publicity, personal selling, and direct marketing.

In connection with the above problems, companies should be able to do promotions so that consumers can be interested in the products offered by the company. However, if the company is not right in choosing the method of promotion, then this will cause the information conveyed to consumers in the desired marketing area to be achieved.

Based on the description, the problems in this study can be formulated as follows: (1) How is the influence of the promotion mix on customer decisions using the Srwijaya Air airline Lampung-Jakarta route, (2) What is the dominant promotional mix variable affecting consumer decisions using PT Sriwijaya's flight services products.

LITERATURE REVIEW

Definition of Promotion and Promotion Mix

Promotion is one of the variables in the marketing mix that is very important to be carried out by the company in order to market service products. Promotion is not only a means of communication between companies and consumers, but also a tool to influence consumers in purchasing activities or use of services in accordance with their wants and needs.

[5]Kotler and Armstrong (2014) define the definition of promotion as follows, "Promotion refers to activities that communicates to the product and supplies target customers to buy it." Promotion Mix is one part of the process of communication activities because with the promotion can provide information and convey messages to consumers about the existence of a product that can facilitate their needs, including product form, product usability, product

quality, price and place where the product can be purchased by consumer.

The Promotion Mix has six kinds of activities called the marketing communication mix or promotion mix, namely Advertising, Personal Selling, Sales Promotion, Public Relations and Publicity, and Direct Marketing. (Plilip [5]Kotler in [3]Djaslim Saladin, 2014).

Advertising

According to Wells, Burnett and Moriarty (2016) Advertising is a form of non-personal communication with costs incurred by companies in the use of mass media to persuade and influence the audience. Advertising can convey mass messages to all potential buyers at relatively cheap prices, and sellers can repeat the message that they want to convey in large numbers [5](Kotler and Armstrong, 2014).

In addition, the benefits of advertising itself are as a form of corporate image and a long-term brand strengthening, and recommendations for doing things. According to Suparyanto (2015) kinds of advertising media include: print media advertisements; Electronic media advertising; Name plate; Poster; Banner; Folder; catalog; Slide

Personal Selling

Personal selling is a direct interaction between one or more prospective buyers with the purpose of making a sale, or oral presentation in a conversation with one or more prospective buyers for the purpose of making a sale [1](Ali Hasan, 2013). According to [5]Kotler & Keller (2014) Personal selling is a direct interaction with one or more potential buyers to make presentations, answer questions and receive orders.

There are many definitions of personal selling put forward by experts, but in principle it is almost the same, namely promotional activities carried out by interacting directly with prospective buyers. Marketers can interact directly personally or in groups with their target markets.

Sales Promotion

Sales promotion is a short term program and special offer designed to lure related consumers to make purchasing decisionsa product or service quickly [8](Suparyanto 2015). This promotion often spends a lot of costs, but many assume that the effect is very large on consumer decisions. Campaign means activities that communicate the merits of the product and the target customers to buy it ", meaning that promotion is an activity that communicates the benefits of a product and persuades the target consumer to buy the product [5](Kotler and Armstrong, 2014).

Public Relations and Publications

Public relations is a tool that is used to convey messages to the public. Glenn Griswold and Denny Griswold in Syarifuddin, 2016 stated that Public Relations activities are a variety of programs designed to improve, maintain and protect the company's image and product always. The program includes news or information about products, services or ideas published on behalf of the sponsor but not paid by the sponsor.

Direct Marketing

Direct Marketing is a marketing system where organizations communicate directly with targets carefully to produce immediate responses or transactions and build direct customer relationships. The response generated can be in the form of inquiry, purchase or even support.

Common forms of direct marketing are direct mail, mail order, direct response, direct selling, telemarketing and digital marketing [7](Sunyoto, 2015). Unlike advertising, direct marketing is aimed at individuals directly through the media. Direct Marketing allows companies to use alternative media and messages to get cost effectiveness.

Purchase Decisions or Use Services

The decision to use Sriwijaya Air flight services is a decision-making process that will use the services of the airline that will be chosen, which includes determining what will be chosen or not making a purchase and the decision was obtained from previous activities ". According to [5]Kotler (2005) states that: "The purchase decision is a problem-solving process that consists of analyzing needs and desires, seeking information, assessing selection sources of alternative purchases, purchasing decisions, and behavior after purchase."

Indicators of purchasing decisions (Soewito: 2013), namely perceived needs, activities before buying, time-consuming behavior, post-purchase behavior.

Previous research

Research conducted by Predi Kristian (2012), research focuses on the implementation of Promotion in Increasing Ticket Sales at PT. Garuda Indonesia Pekanbaru. The results of this study indicate that the implementation of the promotion of PT. Garuda Indonesia Pekanbaru in increasing ticket sales has run quite well, although there are a number of indicators that are still poorly implemented. The implementation of advertising is considered quite good, sales promotion is considered good enough, through personal selling is considered quite good and the dirrect marketing is considered quite good.

The next previous research was conducted by [6]Sitti Subekti (2017) who analyzed the influence of promotion and price on the decision to buy Lion Air airline tickets Lampung-Jakarta route. The results of the study show that the influence of promotions and prices on the decision to purchase flight tickets is significant. Based on the calculated F value, there is a significant (simultaneous) influence between promotion variables and prices on the decision to buy tickets for Lion Air flights from Lampung-Jakarta route.

Research from [2]Armando Lombonaung, Altje Tumbel and Hendra Tawas (2017) analyzed the factors that influence competitive advantage in the airline PT Garuda Indonesia Manado Branch. The results of this study indicate that the differentiation strategy variables simultaneously have a significant effect on competitive advantage on Garuda Indonesia airlines, while the promotion variable does not significantly influence the competitive advantage of Garuda Indonesia airlines. Thought of Framework

Based on the literature review that has been proposed, this study aims to analyze the influence of the promotional mix carried out by PT. Sriwijaya Air which consists of advertising, personal selling, sales promotion, public relations and publicity, word of mouth information, and direct marketing of consumer decisions to choose the flight services of PT. Sriwijaya Air, we describes the theoretical thinking framework that will be used as a reference and grip in this study in Figure 1 below :
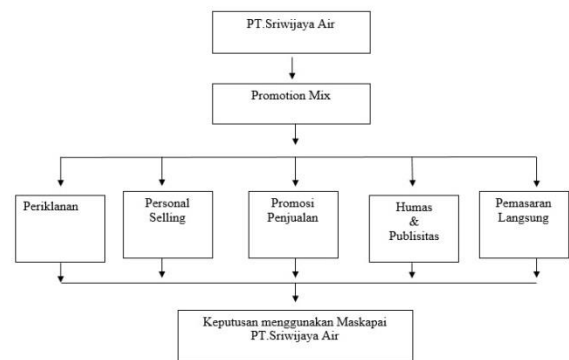

Figure 1 Theoretical Thought of framework Hypothesis

The hypothesis in this research is

1) Ha1: Advertising has a positive and significant effect on the Decision to Use Sriwijaya Air Flight Services.
2) Ha2: Personal Sellinghas a positive and significant effect on the Decision to Use Sriwijaya Air Flight Services.
3) Ha3: Sales promotion has a positive and significant effect on the Decision to Use Sriwijaya Air Flight Services.

4)   Ha4: Public Relations and Publications have a positive and significant effect on the Decision to Use Sriwijaya Air Flight Services 5)   Ha5: Direct Marketing has a positive and significant effect on the Decision to Use Sriwijaya Air Flight Services.

6)   Ha6: Advertising, Private Sales, Sales Promotion, Public Relations and Publication and Direct Marketing together have a significant effect on the Decision to Use Sriwijaya Air Flight Services.

RESEARCH METHODOLOGY

Research Design

This study aims to determine the relationship between the variables of the research promotion mix (advertising, individual sales, sales promotion, public relations and publications and direct marketing) with the decision to use Sriwijaya Air flight services, so that this study includes explanatory research that is a research to find and explain causal relationships between variable through hypothesis testing. (Nazir, 2011). This study uses a quantitative approach that intends to provide an explanation causality relationship between variables through hypothesis testing.

Data Collection Methods and Procedures

Data collection techniques used in this study are using individual questionnaires for passengers of Sriwijaya Air on Tanjung Karang Lampung - Jakarta route. The scale used as a measurement of variables on the answers or entries of questionnaires from the respondents is to use a Likert scale, which contains five levels of answers (value weights) from 1 to 5. that is from a value of 1 correlates with Strongly Disagree (STS) to the value 5 correlates with Strongly Agree (SS).

Population and Sample

The sampling technique in this study is non probability sampling, namely the type of purposive sampling. In this study the sample was Sriwijaya Air passengers from Tanjung Karang Lampung - Jakarta.

Of the population in this study were passengers Sriwijaya Air route Tanjung Karang Lampung - Jakarta as many as 8,485 passengers per week using the Slovin formula with an error rate (e) = 0.05. A total of 155 passengers were obtained.

Variable Operational Definition

The operational definition used in this study consists of 6 variables, namely:

Advertising (X1)

Dimensions or indicators used to measure advertising variables in this research, namely:

1. Advertising activities through print and electronic media
2. Promotion is done through internet media
3. Promotions provide discount programs or discounted prices

Personal Selling(X2)

The dimensions used in measuring personal sellingvariables are:
1. Front liner / TTO. Sales and Marketing

Sales Promotion (X3)

Sales Promotion dimensions or indicators in this research, namely:
1)   Frequency of sales promotions in a period of time,
2)   The quality of the sales promotion conducted by the company,
3)   Accuracy of sales promotion targets carried out by the company.

Public Relations (X4)

Public relations and publicity in this research were measured by indicators:
1.   Product introduction,
2.   Accountability and communication.

Direct Marketing (X5)

Dimensions or indicators of Direct Marketing in this study, namely
1)   Individual message.
2)   Individual incentives

Decision to Use Sriwijaya Air Flight Services (Y)

Dimensions or indicators of Decision to Use Sriwijaya Air Flight Servicesin this research, namely :
1)   Perceived needs
2)   Activities before buying
3)   Behavior of wearing time
4)   Post-purchase behavior

Data processing

The researcher conducted a pilot test on 30 samples to test the validity and reliability of the research questionnaire. Then distributed questionnaires to 155 research samples and then processed the data using the Multiple Linear Regression method with SPSS 17 application.

RESEARCH RESULTS AND DISCUSSION

Characteristics of Respondents

Respondents in this study were prospective passengers of Sriwijaya Air aircraft, 155 people who participated in this study can then be detailed based on gender, occupation, reasons for using flight services, employment and long using flight services.

Of the total respondents as many as 155 people, passengers with male gender were 88 respondents (57%) while respondents with female gender were 67 respondents (43%). The composition of respondents based on the reasons for using flight services from

the table above shows that the majority of 70 people (45%) have business goals. Followed by the goal because the tasks of the organization amounted to 36 people (23%,) family visits as many as 26 people (17%) and the lowest for recreational purposes as many as 23 people (15%).

The composition of respondents based on the type of work from the table above shows that the majority of 76 people (49%) have jobs as entrepreneurs. Respondents work as civil servants as many as 28 people (18%), respondents work as private employees as many as 25 people (16%), students and students as many as 16 people (10%) and the last housewife as many as 11 people or 7%.

The number of respondents who have used flight services with Sriwijaya Air is less than 1 year as many as 25 people or 16%, the number of respondents who have used the services of Sriwijaya Air for 1 to 2 years is 81 people or 52% and respondents who have used the airline services as much as 50 people or 32%.

Testing Research Aspects

Validity Test and Reliability of Research Instruments

To test the validity of the questionnaire, Pearson Correlation (Simple Correlation, Moment Product Correlation from Karl Pearson, 1939) was used with the SPSS 17 application rock. Test Validity of each variable was calculated based on the limits:

N = 30; r table (df = 30-2 = 28; alpha = 0.05) = 0.3061 [4](Ghozali, 2014).

The results of r count ranged between 0.579 and 0.875 or> r table of 0.3061. Thus the questionnaire or research instrument is valid [4](Ghozali, 2013).

While the reliability test is based on the value of the Cronbach's Alpha parameter. Through the SPSS 17 application, the result of rAlpha is between 0.759 and 0.883 or> the minimum limit (0.70) so that the questionnaire is reliable or the respondent is consistent in answering questions / questionnaires and can be trusted / reliable [4](Ghozali, 2013). Thus the questionnaire is feasible or meets the requirements for distribution to the respondent.

Classical Test Results

In order to obtain the best regression model, the best linear bias (BLUE / Best Linear Unbiased Estimator) is needed from the estimator or predictor. A series of tests can be done so that the regression equation that is formed can meet the BLUE requirements referred to, namely, normality test, multicollinearity test, autocorrelation test, and heteroscedasticity test.

Normality Test

The test results show the Kolmogorov-Smirnov value of 0.339 and not significant at 0.05 (because p 0.339> 0.05), so it can be concluded that the residuals are normally distributed or in other words the residuals are normally distributed [4](Ghozali, 2011).

Multicollinearity Test The results of the calculation of the Tolerance value ranges between 0.547 and 0.822 or there are no independent variables that have a Tolerance value of less than 0.10 and there are no independent variables that have a VIF value ranging between 1,217 and 1,828 or more than 10. So it can be concluded that there is no multicollinearity between independent variables in the regression model[4] (Ghozali, 2011).

Autocorrelation Test

The test results using Durbin-Watson Statistics (DW) show the calculated DW-value with the number of samples / n = 155 and the number of independent variables / k - 1 = 4 and alpha 5% obtained dL 1,671 and dU 1,804.

The calculation results :

(4-d) = 4 − 1.851 = 2.149 dan (4-dU) = 4 - 1,804 = 2.196
1.851 > 1.804
2,149 < 2,196

So it can be concluded that there is no positive autocorrelation or regression model can be said to be good because it is free from autocorrelation [4](Ghozali, 2011)

Heteroscedasticity Test

From the results of calculations with the Glejser test above, it can be seen that the significance value of the four independent variables with the total residual absolute is more than 0.05. Thus it can be concluded that there is no heteroscedasticity problem in the regression model [4](Ghozali, 2011).

Multiple Regression Analysis

The accuracy of the sample regression function in estimating the actual value can be measured by the goodness of fit model. Statistically, it can be measured by the value of the coefficient of determination, the statistical value of F and the statistical value t. Statistical calculation is called statistically significant if the statistical test value is in a critical area (Ho is rejected).

Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.561[a]	.315	.292	.647942

a. Predictors: (Constant), X5, X1, X4, X3, X2

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b. Dependent Variable: Y

Table 1 : Coefficient of Determination

Based on the calculation of the summary model above shows that the adjusted R2 value is 0.292, this means that 29.2% of the variation in the Decision to Use Sriwijaya Air Flight Services can be explained by the five independent variables of Advertising, Persona Selling, Sales Promotion, Public Relations and Publication and Direct Marketing. While the rest (100-29.2%) = 70.8% is explained by other variables not included in this research model.

Simultaneous Significance Test (Test Statistics F).

From the ANOVA test or F-test, obtained F-count 13,682> F table with a significance level of 0,000 <0,05, the regression model can be used to predict the level of decision to use Sriwijaya Air Flight Services. In other words, the level of Advertising, Personal Selling, Sales Promotion, Public Relations and Publication and Direct Marketing together influence the level of Decision to Use Sriwijaya Air Flight Services.

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.720	5	5.744	13.682	.000[a]
	Residual	62.555	149	.420		
	Total	91.274	154			

a. Predictors: (Constant), X5, X1, X4, X3, X2

b. Dependent Variable: Y

Table 2 : Simultaneous Significance Test (Test Statistics F)

. Individual Parameter Signification Test (Test Statistics t)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	0.667	0.338		1.971	0.051
	X1	0.260	0.079	0.245	3.280	0.001
	X2	0.002	0.076	0.003	0.031	0.975
	X3	0.185	0.091	0.171	2.033	0.044
	X4	0.159	0.071	0.198	2.253	0.026
	X5	0.142	0.067	0.173	2.128	0.035

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	X3	0.185	0.091	0.171	2.033	0.044
	X4	0.159	0.071	0.198	2.253	0.026
	X5	0.142	0.067	0.173	2.128	0.035

a. Dependent Variable: Y

Table 3 : Individual Parameter Signification Test (Test Statistics t)

It is seen that in the Sig. for the five parameters / regression coefficients of the independent variable / free X, namely Advertising = 0.260, Sales Promotion = 0.185, Public Relations and Publicity = 0.159 and Direct Marketing = 0.142 has a significance number <0.05, so the four independent / free variables have significant effect / real towards the Decision to Use Sriwijaya Air Flight Services, while Personal Selling= 0.002 has a significance number of 0.975> 0.05, thus the Personal Sales variable does not significantly affect the level of Decision Using Sriwijaya Air Flight Services.

Multiple Regression Equation Model

Based on the statistical test T, the regression equation obtained is as follows:

Y = 0,667 + 0,260 X1 + 0,002 X2 + 0,185 X3 + 0,159 X4 + 0,142 X5
SE   0.338   0.079   0.076   0.091   0.071   0.067
t   1.971   3.280   0.031   2.033   2.253   2.128

or:

Decision on Using Flight Services = 0.667 + 0.260 Advertising + 0.002 Personal Selling+ 0.185 Sales Promotion + 0.159 Public Relations and Publicity + 0.142 Direct Marketing Hypothesis Testing Results

Conditions:

1) Ho is accepted or Ha is rejected if the significance probability value (α)> 0.05 and the value of t counts below t table (+/- 1.96).

2) Ho is rejected or Ha is accepted if the probability / significance (α) value is <0.05 and the value of t is calculated above t table (+/- 1.96).

Test of Hypothesis 1 ;

Based on the results of data processing in Table 3 the Individual Parameter Significance Test it is known that the t count value is 3.280 above t table (+/- 1.96) with a probability value (p) of 0.001 <0.05 and a regression coefficient of 0.260 (positive) , so it can be concluded that Advertising has a positive and significant effect on the Decision to Use Sriwijaya Air Flight Services.Thus the hypothesis 1 (Ha1) can be accepted, namely advertising has a positive and real effect on the decision to use Sriwijaya Air Flight Services.

Test of Hypothesis 2;

Based on the results of data processing in Table 3 Individual Parameter Significance Test, it is known that the t value is 0.031 below t table (+/- 1.96) with a probability value (p) of 0.975> 0.05 and a regression coefficient of 0.002 (positive), so it can be concluded that Personal Sellinghave a positive and unsignificant effect on the decision to use Sriwijaya Air Flight Services. Thus rejecting hypothesis 2 (Ha2), that is, individual sales have no significant effect on the decision to use Sriwijaya Air Flight Services.

Test of Hypothesis 3;

Based on the results of data processing in Table 3 the Individual Parameter Significance Test is known that the t value is 2.033 above t table (+/- 1.96) with a probability value (p) of 0.044 <0.05 and a regression coefficient of 0.185 (positive), so it can be concluded that Sales Promotion has a positive and significant effect effect on the Decision to Use Sriwijaya Air Flight Services. Thus the hypothesis 3 (Ha3) can be accepted, namely Sales Promotion has a positive and real effect on the Decision to Use Sriwijaya Air Flight Services.

Test of Hypothesis 4; Based on the results of data processing in Table 3 Individual Parameter Significance Test is known that the value of t counts is 2.253 above t table (+/- 1.96) with a probability value (p) of 0.026 <0.05 and a regression coefficient of 0.159 (positive), so it can be concluded that Public Relations and Publications have a positive and significant effect effect on the Decision to Use Sriwijaya Air Flight Services. Thus the hypothesis 4 (Ha4) can be accepted, namely Public Relations and Publications have a positive and real effect on the Decision to Use Sriwijaya Air Flight Services.

Test of Hypothesis 5;

Based on the results of data processing in Table 3 the Individual Parameter Significance Test is known that the value of t arithmetic is 2.128 above t table (+/- 1.96) with a probability value (p) of 0.035 <0.05 and a regression coefficient value of 0.142 (positive), so it can be concluded that Direct Marketing has a positive and significant effect effect on the Decision to Use Sriwijaya Air Flight Services.

Thus the hypothesis 5 (Ha5) can be accepted, namely Direct Marketing has a positive and real effect on the Decision to Use Sriwijaya Air Flight Services.

Test of Hypothesis 6;

Based on the results of data processing in Table 2 Simultaneous Significance Test (Test Statistics F) it is known that the calculated F value is 13.682 above F table (df1 = 6 -1 = 5 and df2 = 155 - 6 = 149 or +/- 2.27) , with a probability value (p) of 0.000 <0.05 (positive), so that it can be concluded that Advertising, Personal Sales, Sales Promotion, Public Relations and Publication and Direct Marketing together significantly influence the Decision to Use Sriwijaya Air Flight Services. Thus the hypothesis 6 (Ha6) can be accepted, namely Advertising, Personal Selling, Sales Promotion, Public Relations and Publication and Direct Marketing together have a significant effect on the Decision to Use Sriwijaya Air Flight Services.

Discussion

1) The policies carried out by companies related to advertising run by companies such as the delivery of various information on various facilities and promotions through print media, electronic media, online media, promotional events and others will encourage increased interest in Sriwijaya Air passengers.

2) Policies carried out by companies related to personal sellingcarried out by companies such as the appointment of travel agents / travel agents have no significant effect on increasing the interest of Sriwijaya Air passengers. This can be possible because of the lack of competency of travel agents appointed by airlines because of their limitations.

3) Policies implemented by the company related to sales promotions run by Sriwijaya Air airlines, such as various ways carried out by the marketing of Sriwijaya Air airlines to offer various sweepstakes, giving discounts, giving bonuses, marketing events and other attractive offers will increase the interest of prospective passengers Sriwijaya Air.

4) Policies carried out by companies related to public relations and publications carried out by Sriwijaya Air airlines such as the delivery of news or information regarding airlines, service services or publicized ideas will increase the interest of Sriwijaya Air passengers.

5) Policies implemented by the company related to direct marketing carried out by Sriwijaya Air airlines such as shipping through telemarketing, face-to-face sales, direct mail, and various other direct marketing facilities will increase the interest of Sriwijaya Air prospective passengers.

6) Policies carried out by the company in relation to the mix of promotional strategies such as those in points 1 through 5 that are run by Sriwijaya Air airlines will increase the interest of Sriwijaya Air passengers.

7) Based on the coefficient of determination (R2) it is known that variations in the decision to use Sriwijaya Air flight services can be explained by variations of advertising, personal selling, sales promotion, public relations and publication and direct marketing is equal to the R Square value or the Determination Coefficient of 0.292 or 29, 2%. While the remaining 70.8% is explained by other variables outside the research variable. This is in line with research conducted by Andre Kurniawan, (2016) that the promotion mix has an influence on the decision to purchase Garuda Indonesia flight tickets by 26.9% and the rest is influenced by other factors.

8) By referring to the regression coefficient at a significance level of α 0.05 of the independent variable on the dependent variable Decisions of Using Sriwijaya Air Flight Services can be seen that the most dominant variable significantly influencing the Decision to Use Sriwijaya Air Flight Services is the Advertising variable with an estimated coefficient value highest regression of 0.260.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

1. Promotion mix consisting of advertising variables (X1), personal sales (X2), sales promotions (X3), public relations and publications (X4) and direct marketing (X5) simultaneously or jointly influence the decision to use Sriwijaya Air flight Services (Y).

2. Advertising variables (X1), sales promotions (X3), public relations and publications (X4) and direct marketing (X5) significantly influence the decision to use Sriwijaya Air (Y) flight services. While personal selling(X2) did not significantly affect the decision to use Sriwijaya Air (Y) flight services.

3. The relationship between research variables shows a positive and significant correlation.

4. Variations in the decision to use Sriwijaya Air flight services can be explained by variations in advertising, individual sales, sales promotion, public relations and publication and direct marketing amounting to 0.292 or 29.2%. While the remaining 70.8% is explained by other variables outside the research variable.

5. The most dominant variable that significantly affects the decision to use Sriwijaya Air

flight services is the advertising variable with the highest estimated regression coefficient of 0.260.

Recommendations

1. In connection with the positive and real influence of the promotional mix independent variables on the decision to use Sriwijaya Air flight services, the promotion media will still need to be done in order to bring awareness and provide new information about the Sriwijaya Air airline to the public, especially to loyal users and prospective Sriwijaya Air users.

2. In relation to the most dominant variables that significantly influence the decision to use Sriwijaya Air flight services, it is advertising variable, so considering the amount of advertising costs, some criteria must be fulfilled, which are attractiveness, containing attention and interest, giving rise to the desire to try or have / feel, generate confidence in the product or service, and generate satisfaction with the product or service.

3. Regarding the variation of the decision to use Sriwijaya Air flight services can be explained by the free variation in the study amounted to 0.292 or 29.2%, it is advisable for researchers then to add free latent variables in research from other promotional mix and or from the marketing mix elements from other service industries (product, price, place, people, process, and physical evidence).

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