

**THE INFLUENCE OF MARKETING COMMUNICATION ON SALES IMPROVEMENT OF PT. GARUDA INDONESIA AIRWAYS****PENGARUH KOMUNIKASI PEMASARAN TERHADAP PENINGKATAN PENJUALAN PADA PT. GARUDA INDONESIA**

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**Abstract:** *One of the faster changes that happen in Indonesia at last several years is the growth rate of airline industry. The role of Marketing Communications is important to improve and maintain the company's position in the market is reflected in the company's market share. This research aims to understand and extend the knowledge about the impact of marketing communications on sales improvement of PT. Garuda Indonesia Airways. This research uses causal type of research where the research methods associative with regression analysis. The result shows that Sales Promotion, Advertising, and Personal Selling do not have significant influence, while Direct Marketing has significant influence on sales improvement of PT. Garuda Indonesia Airways. The marketing divisions of PT. Garuda Indonesia Airways should be more focus on sales promotion, advertising and personal selling variables to get more intention of consumers. On the other hand, management of Garuda Indonesia Airways also needs to evaluate their advertising strategies so it can increase tickets purchases by consumer.*

**Keywords:** *sales, promotion, advertising, personal selling, direct marketing*

**Abstrak:** Salah satu perubahan yang cepat di Indonesia dalam beberapa tahun terakhir adalah tingkat pertumbuhan industri penerbangan. Peran Komunikasi pemasaran sangat penting untuk meningkatkan dan mempertahankan posisi perusahaan di pasar, tercermin dalam pangsa pasar perusahaan. Penelitian ini bertujuan untuk memahami dan memperluas pengetahuan tentang dampak komunikasi pemasaran pada peningkatan penjualan PT. Garuda Indonesia Airways. Penelitian ini menggunakan jenis penelitian kausal, dimana metode penelitian asosiatif dengan teknik analisis regresi berganda. Hasil penelitian menunjukkan promosi penjualan, periklanan, dan penjualan tatap muka tidak memiliki pengaruh yang signifikan, sementara pemasaran langsung memiliki pengaruh yang signifikan terhadap peningkatan penjualan PT. Garuda Indonesia. Divisi pemasaran PT. Garuda Indonesia sebaiknya lebih fokus pada promosi penjualan, periklanan dan *personal selling* untuk mendapatkan niat beli konsumen. Selain itu juga manajemen Garuda Indonesia perlu mengevaluasi strategi periklanan, sehingga dapat meningkatkan pembelian tiket oleh para konsumen.

**Kata kunci:** *penjualan, promosi, periklanan, penjualan tatap muka, pemasaran langsung*

## INTRODUCTION

After economic crisis in 1998, one of the most significant changes in Indonesia is the growth rate of airline industry. This growth occurred because of the increasing number of domestic passengers. With airline availability, people have more choices to travel by air. The further liberalization of the airline regulatory environment allows the entry of more airlines and tightens the profit margin in an already highly competitive industry. Garuda Indonesia airline was Government-owned Civil Aviation of the Republic of Indonesia that currently intense competition and price war in the civil aviation industry. However, the airline was able maintain its existence without having participated in such price competition. In addition, the terms of business activity environmentally friendly (green business) succeeded well also adopted, among others, tax and levy scheme as well as the handling of environmental emission reduction thus adding to the financial burden for the airline itself and its customers. Garuda Indonesia successfully proved to be spared from failure in times of crisis and success from 2006 until now.

Indonesia DGCA there are three categories that are based on airline offers, such as full service is include service and optional requirement covered by the fares (maximum service) and has provide free baggage, and full inflight service; Medium service is include some service covered by the fares (limited services) and has provide limited free baggage and limited inflight service. Infrastructure challenges have intensified as Indonesia's market has roughly doubled in size over the last five years. Domestic passenger traffic increased from 43.8 million passengers in 2009 to 75.8 million passengers in 2013, according to DGCA data. International passenger traffic has grown at a similar clip but from a much smaller base. There were about 22 million international passengers in Indonesia in 2013, with about half carried by Indonesian carriers and half by foreign carriers.

Garuda Indonesia Airways currently finds itself in a more dynamic and highly competitive world. Markets are becoming more and more competitive, and consumers are getting more demanding. Significant and consequential changes are taking place in the aviation industry as a result of changing customer preferences, technology, deregulation, and privatization. The construction of more traffic efficient airports, the internet, and the larger capacity aircraft are changing the manner in which people plan trips, purchase airfares, and travel. As the largest airline company in Indonesia, Garuda is forced not only to maintain their performance, but also to develop it. Garuda envisions itself to be the leading airline, not only in Indonesia, but also in Asia. Garuda Indonesia Airways appears logical Manado is commercial airlines operating at Sam Ratulangi airport, which manage and serve the users of aviation services. In day-to-day activities of the company are faced with a tight competition with similar companies. One of the steps taken by Garuda Airways appears logical Manado Representative is Sales Promotion and Personal Selling, the company PT. Garuda Airways appears logical Manado always strive to present the best performance or the maximum for passengers, both passengers in economy class and business class passengers

The roles of Marketing Communications are very important especially in a state that is increasingly keen competition and the development of demand for goods and services will be very limited. In circumstances very tight competition these days, especially in a buyer's market, Marketing Communications role is especially important to improve and maintain the company's position in the market is reflected in the company's market share. Influences arising in the company and require manufacturers to take into account in determining pricing policies that meet the expectations of the seller in order to remain competitive, as well as the ability to influence the consumer is still there and strong. On the other hand consumer satisfaction in using the product is the main goal to be achieved company, as more and more consumers are satisfied the more that remain faithful/loyal to the products and services and this means for the company to add or increase revenues.

### Research Objectives

The four main objectives in this research are to determine the effect of:

1. Sales promotion, advertising, personal selling and direct marketing on sales improvement of PT Garuda Indonesia Airways simultaneously.
2. Sales promotion on sales improvement of PT Garuda Indonesia Airways.
3. Advertising on sales improvement of PT Garuda Indonesia Airways.

4. Personal selling on sales improvement of PT Garuda Indonesia Airways.
5. Direct marketing on sales improvement of PT Garuda Indonesia Airways.

## THEORITICAL REVIEW

### Marketing

Kotler and Armstrong (2008:6) defined marketing is a total system of business activities specified for planning, pricing, promoting and distributing goods and services and satisfying the existing buyers and potential buyers. One of the shortest good definitions of marketing is "meeting needs profitably". When eBay recognized that people were unable to locate some of the items they desired most it created an online auction clearinghouse. Kotler, et.al (2005:5) broadly defined marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with other.

### Sales Improvement

Sirota and Wolfson (1972) said that although formal work measurement can improve productivity, employee morale can deteriorate seriously if targets are unreachable or inequitable. Employee motivation therefore needs to be addressed as an integral part of a strategic process which includes performance measurement. Base quota mostly used by organizations for sales improvement programmes. The Incentive Federation (2003) established that the majority of the companies use previous sales and sales forecasts as guidelines to base their quotas on. The Incentive Federation showed that customer loyalty was listed as an objective that is used by 19% of organizations and it was listed as one of the top eleven objectives for sales improvement.

### Sales Promotion

Sales promotions are short-term incentives to encourage the purchase or sale of a product. Blythe (2006:121) describes sales promotion as any activity intended to generate a temporary boost in sales. The term sales promotion is rather difficult for the presence of multiple relating techniques and tactics and that sales promotion is a tool to achieve company's marketing communication objectives and an essential element in planning marketing.

### Advertising

Belch and Michael (2004:248) says advertising is defined as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor. Advertising also is the process of communication, persuasive information about a product to the markets by means of the written and spoken word. It is a very important promotional tool, particularly for companies whose products and services are targeted at mass consumer markets.

### Personal Selling

Personal selling which involves personal contact is gradually becoming the backbone of service marketing organizations such as GT (Vodafone). If promotion is communicating with potential customers, then personal selling is perhaps the best way to do it. Jobber (2007:241) defines personal selling as face-to-face interaction with one or more prospective purchasers for the purpose of making presentations, answering questions, and procuring orders. He also describes personal selling as the marketing task that involves face-to-face contact with a customer.

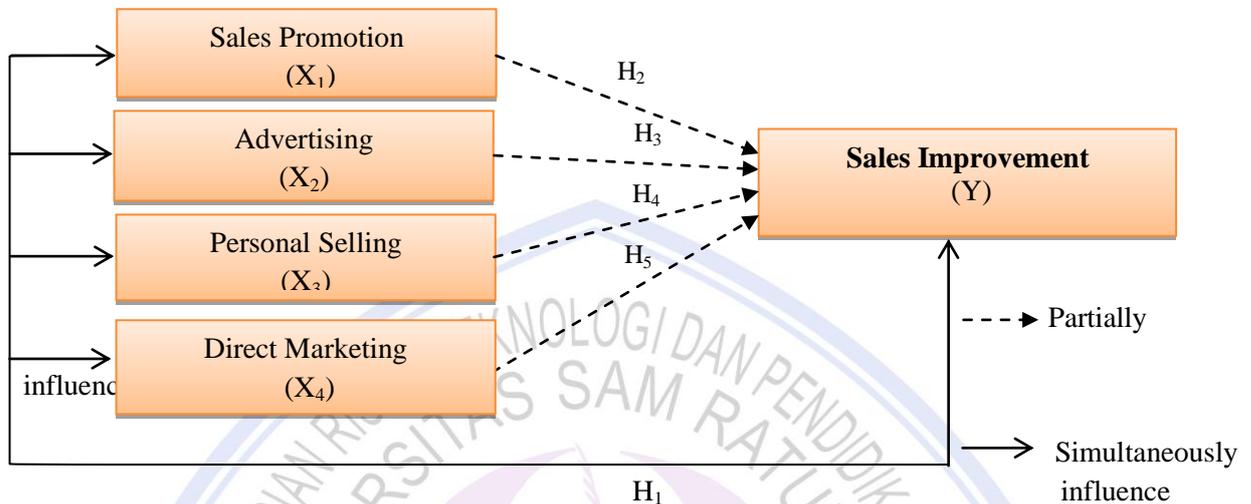
### Direct Marketing

Kotler and Armstrong (2008:65) defined of direct marketing are: 1) it distinguishes direct marketing from other types of marketing and selling, 2) focuses theory development and testing on direct marketing as a particular area of marketing, and 3) effectively communicates what is direct marketing to a variety of audiences. Direct Marketing is an interactive marketing system which uses one or more advertising media to provide a measurable reaction or trade in every level.

### Previous Research

Hosseini and Vavaie (2012) analyze the influence of promotion mix on increase of sale in cosmetics and beauty product. Okyere, Agyapong and Nyarku (2011) examine the effect of marketing communications on the sales performance of Ghana Telecom (Vodafone, Ghana). Ismail, et.al (2012) found the effect of marketing communication on sales performance of multinational companies of proctor and gamble company case study.

### Conceptual Framework



**Figure 1. Conceptual Framework**

Source: data processed, 2015

### Hypotheses

There are five main hypotheses those can be drawn and further examined, which are:

H<sub>1</sub>: Promotion, Advertising, Personal Selling and Direct Marketing influence the sales improvement of PT Garuda Indonesia Airways simultaneously.

H<sub>2</sub>: Sales Promotion influence the sales improvement of PT Garuda Indonesia Airways partially.

H<sub>3</sub>: Advertising influence the sales improvement of PT Garuda Indonesia Airways partially.

H<sub>4</sub>: Personal Selling influence the sales improvement of PT Garuda Indonesia Airways partially.

H<sub>5</sub>: Direct Marketing influence the sales improvement of PT Garuda Indonesia Airways partially.

## RESEARCH METHOD

### Type of Research

The type of this research that researcher use is causal type of research where it will analyze the influence of marketing communication on sale improvement of PT. Garuda Indonesia Airways. The research was conducted in Manado between August - October 2014.

### Population and Sample

Sekaran and Bougie (2009 : 154), defined population is the entire group of people, events, of things of interest that the researcher wishes to investigate. In this proposal the population that are mainly observed in this current research is The Passangers of Garuda Indonesia Airways. A sample is "a part of the population". The sampling design is random sampling, collect sample of group, workers, students, and society or community.

### Data Collection Method

This research using primary and secondary data collection method. Primary data was collected from 100 respondent in which is Garuda Indonesia Airways using questionnaires. Their characteristic is classified based on gender, age, monthly income, and secondary data taken from journals, textbook and relevant literature from internet in order to obtain additional information.

## Data Analysis Method

### Validity and Reliability Tests

Pearson Product Moment is used to analyze the validity of questionnaire. An instrument measure is valid if the instrument measure what ought to be measured. Reliability test is established by testing for both consistency and stability of the answer of questions. Alpha Cronbach is reliable coefficients that can indicate how good items in asset have positive correlation one another (Sekaran and Bougie, 2009:177).

### Multiple Regressions Analysis Method

The method of analysis used in this study is multiple regression models to approach the return. To find out the effect dependent variable with independent variables used multiple linear regression with the formula:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where,

$Y$  : Sales Improvement

$a$  : Constant, equal to 0

$\beta_1$ - $\beta_4$  : Regression coefficient of each independent variable

$X_1$  : Sales Promotion

$X_2$  : Advertising

$X_3$  : Personal Selling

$X_4$  : Direct Marketing

$e$  : error

## RESULT AND DISCUSSION

### Result

#### Reliability and Validity of the Research

##### Reliability Test

The purpose of reliability test is to check the consistency of a measurement instrument. The reliability test in this research uses Alpha Cronbach. A result of reliability test generated by using statistical software SPSS 22.0, and it is showed in table 1. if Alpha is less than 0.6 then it is unreliable.

**Table 1. Reliability Test**

Cronbach's Alpha	N of Items
.797	5

Source: Data Processed 2015

1) <0.6 indicates unsatisfactory internal consistency or consider that the data is unreliable.

2) 0.7 indicates that the data is acceptable

3) 0.8 indicates good internal consistency or consider that the data result is reliable.

Moreover, it shows that the instrument is acceptable because the Alpha Cronbach coefficient has a value of 0.797; it proves that the data is up to standard

##### Validity Test

By comparing correlation index in Pearson Product Moment with significance level of 5%, it can be seen valid or not a research instrument. If probability of correlation is less than 0.05 (5%) then the research instrument is stated as valid.

**Table 2. Validity Test**

		Sales Promotion	Advertising	Personal Selling	Direct Marketing	Sales Improvement
Sales Promotion	Pearson Correlation	1	.489**	.354**	.558**	.525**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Advertising	Pearson Correlation	.489**	1	.357**	.406**	.371**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Personal Selling	Pearson Correlation	.354**	.357**	1	.314**	.331**
	Sig. (2-tailed)	.000	.000		.001	.001
	N	100	100	100	100	100
Direct Marketing	Pearson Correlation	.558**	.406**	.314**	1	.750**
	Sig. (2-tailed)	.000	.000	.001		.000
	N	100	100	100	100	100
Sales Improvement	Pearson Correlation	.525**	.371**	.331**	.750**	1
	Sig. (2-tailed)	.000	.000	.001	.000	
	N	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Data Processed 2015

From the table 2 above, it can be seen that the validity for each variable is good where the values are above minimum level of 0.30. It means that all independent variables in are above the minimum level.

### Classical Assumption Test

#### Multicollinearity

**Table 3. Multicollinearity**

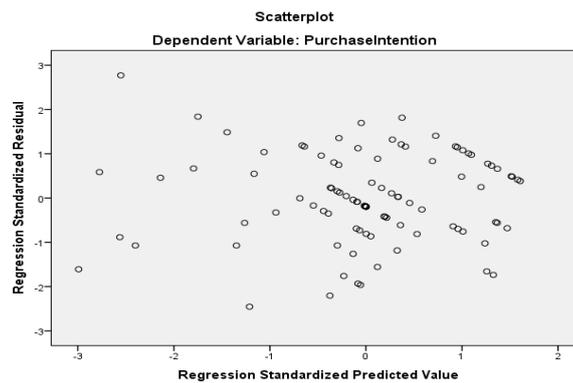
Model		Collinearity Statistics	
		Tolerance	VIF
1	salespromotion	.593	1.687
	advertising	.705	1.419
	personalselling	.819	1.220
	directmarketing	.657	1.523

a. Dependent Variable: Sales\_Improvement

Source: Data Processed 2015

The VIF value of Sales Promotion ( $X_1$ ), Advertising ( $X_2$ ), Personal Selling ( $X_3$ ), and Direct Marketing ( $X_4$ ) was below numbers  $<10$ , this means that there is no connection between the independent variables. Thus, multicollinearity assumptions are met (free of multicollinearity).

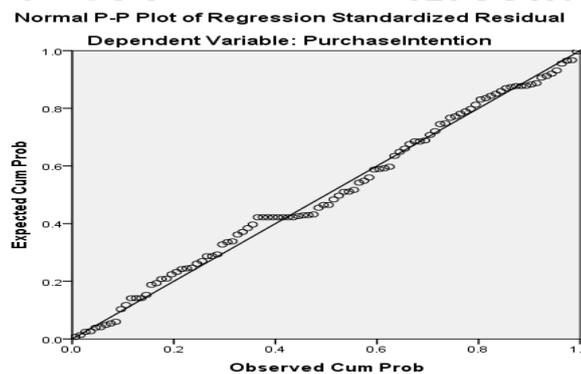
**Heteroscedasticity Test**



**Figure 2. Heteroscedasticity Test Result**  
 Source: Data Processed 2015

The figure shows that there is no established pattern, in other words the points describing the plot spread above and below the number 0 (zero) on the Y-axis. This proves that the model is free from heteroscedasticity.

**Normality Test**



**Figure 3. Normality Test Result**  
 Source: Data Processed 2015

The figure shows that the data that represented by dots are spreading near the diagonal line and the spreading following the direction of diagonal line. This proves that the model is passing the normality test.

**Multiple Linear Regression**

**Table 4. Multiple Linear Regression**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	1.027	.314		3.275	.001			
	Salespromotion advertising	.114	.077	.128	1.489	.140	.525	.151	.098
	personalselling	.016	.072	.018	.226	.822	.371	.023	.015
	directmarketing	.064	.062	.076	1.039	.302	.331	.106	.069
		.569	.072	.648	7.941	.000	.750	.632	.525

a. Dependent Variable: Sales\_Improvement  
 Source: Data Processed 2015

From the result in the table 3, the model is defines as:

$$Y = 1.027 + 0.114 X_1 + 0.016 X_2 + 0.064 X_3 + 0.569 X_4$$

With interpretation as follows :

- 1) Constant ( $b_0$ ) 1.027 shows the effect of relationship between Sales Promotion ( $x_1$ ), Advertising ( $x_2$ ), Personal Selling ( $x_3$ ), Direct Marketing ( $x_4$ ) to the Sales Improvement (Y). It means if all independent variables are equal to zero then the Sales Improvement (Y) is predicted to be 1.027
- 2) Consider other variables are constant or equal to zero, if there is one unit increasing in  $X_1$  (Sales Promotion) then the Sales Improvement (Y) will increase 0.114.
- 3) Consider other variables are constant or equal to zero, if there is one unit increasing in  $X_2$  (Advertising) then the Sales Improvement (Y) will increase 0.016.
- 4) Consider other variables are constant or equal to zero, if there is one unit increasing in  $X_3$  (Personal Selling) then the Sales Improvement (Y) will increase 0.064.
- 5) Consider other variables are constant or equal to zero, if there is one unit increasing in  $X_4$  (Direct Marketing) then the Sales Improvement (Y) will increase 0.569.

**Table 5. Table R and R<sup>2</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.765 <sup>a</sup>	.585	.567	.409	1.914

a. Predictors: (Constant), directmarketing, personalselling, advertising, salespromotion

b. Dependent Variable: Sales\_Improvement

Source: SPSS data processed 2015

The coefficient of determination ( $R^2$ ) measures how far the ability of a model in explaining variation of dependent variable. The value of coefficient of determination is between 0 and 1. The coefficient of determination ( $R^2$ ) of 0.585 shows that the linear relationship in this model is able to explain the Sales Improvement (Y) for 58.5% while the rest 41.5% is explained by other factors not discussed in this research. Since independent variables used in this research is more than two variables then *adjusted*  $R^2$  is preferably used. In this case *adjusted*  $R^2$  is 0.567. Meaning 56.7% variation of dependent variable can be explained by four independent variables (Sales Promotion, Advertising, Personal Selling, Direct Marketing), while 43.3% is explained by other causes.

## Hypothesis Testing

### T-Test

T-test is used to determine the partial effect of each independent variable to dependent variable. T-test value is obtained by comparing value of  $t_{count}$  with  $t_{table}$ . If  $t_{count}$  is higher than  $t_{table}$ ,  $H_0$  is rejected and  $H_a$  is accepted.

**Table 6. T-test Result**

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	1.027	.314		3.275
	salespromotion	.114	.077	.128	1.489
	advertising	.016	.072	.018	.226
	personalselling	.064	.062	.076	1.039
	directmarketing	.569	.072	.648	7.941

a. Dependent Variable: Sales\_Improvement

Source: SPSS data processed 2015

The partial effect for each independent variable will be explained as follows:

1. Sales Promotion ( $X_1$ ) to Sales Improvement (Y)  
 $t_{\text{count}}$  of Sales Promotion is 1.489. Since there is a level of significant 5%, then the t table will be  $t_{95;0.025} = 1.9852$ . By comparing the  $t_{\text{count}}$  with  $t_{\text{table}}$  :  $1.489 < 1.9852$  then the  $t_{\text{count}}$  is lower than  $t_{\text{table}}$ , meaning  $H_0$  is accepted and  $H_1$  is rejected.
2. Advertising ( $X_2$ ) to Sales Improvement (Y).  
 $t_{\text{count}}$  of Advertising is 0.226. Since there is a level of significant 5%, then the t table will be  $t_{95;0.025} = 1.9852$ . By comparing the  $t_{\text{count}}$  with  $t_{\text{table}}$  :  $0.226 < 1.9852$  then the  $t_{\text{count}}$  is lower than  $t_{\text{table}}$ , meaning  $H_0$  is accepted and  $H_1$  is rejected.
3. Personal Selling ( $X_3$ ) to Sales Improvement (Y)  
 $t_{\text{count}}$  of Personal Selling 1.039. Since there is a level of significant 5%, then the t table will be  $t_{95;0.025} = 1.9852$ . By comparing the  $t_{\text{count}}$  with  $t_{\text{table}}$  :  $1.039 < 1.9852$  then the  $t_{\text{count}}$  is lower than  $t_{\text{table}}$ , meaning  $H_0$  is accepted and  $H_1$  is rejected.
4. Direct Marketing ( $X_4$ ) to Sales Improvement (Y)  
 $t_{\text{count}}$  of Direct Marketing is 7.941. Since there is a level of significant 5%, then the t table will be  $t_{95;0.025} = 1.9852$ . By comparing the  $t_{\text{count}}$  with  $t_{\text{table}}$  :  $7.941 > 1.9852$  then the  $t_{\text{count}}$  is higher than  $t_{\text{table}}$ , meaning  $H_0$  is rejected and  $H_1$  is accepted.

### F-Test

F test is used to determine the whole effect of all independent variables to dependent variable. This test done by comparing the  $F_{\text{count}}$  with  $F_{\text{table}}$ . If  $F_{\text{count}}$  is higher than  $F_{\text{table}}$ ,  $H_0$  is rejected and  $H_a$  is accepted.

**Table 7. F-test Result**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.363	4	5.591	33.462	.000 <sup>b</sup>
	Residual	15.872	95	.167		
	Total	38.235	99			

a. Dependent Variable: Sales\_Improvement

b. Predictors: (Constant), directmarketing, personalselling, advertising, salespromotion

Source: SPSS data processed 2015

By using the level of significant of 0.05 ( $\alpha = 0.05$ ) and degree of freedom (df) of 4; 95, the  $F_{\text{table}}$  from F distribution table is  $F_{4; 95; 0.05} = 2.467$ , while  $F_{\text{count}}$  is 33.462. The result is  $F_{\text{count}} > F_{\text{table}} = 33.462 > 2.467$ . Since the  $F_{\text{count}}$  is greater than  $F_{\text{table}}$ ,  $H_0$  is rejected and  $H_1$  is accepted. So, it obviously shows that there is linear relationship in this multiple regression model. Based from the F-test result, is obtained that  $F_{\text{count}} > F_{\text{table}} = 33.462 > 2.467$ . It clearly proves that independent variable simultaneously influences dependent variable. Moreover, the value of R is 0.765. This value shows that overall independent variables namely: Sales Promotion, Advertising, Personal Selling and Direct Marketing have strong and positive relationship with Sales Improvement.

### Discussion

This research is conducted with Multiple Linear Regression Model where this research has identified Sales Improvement as the dependent variable and other characteristics such as Sales Promotion, Advertising, Personal Selling and Direct Marketing as the independent variables. From this research shows that all independent variables simultaneously have a positive relationship with Sales Improvement as the dependent variable. The research result clarifies partially that sales promotion doesn't have significant influence on sales improvement, this result happen because some of respondents are not interested in Garuda Indonesia Airways. Advertising also do not have significant influence on sales improvement on Garuda Indonesia Airways. This may happen because some of the respondents still did not get important and clear information on Garuda Indonesia Airways. Personal Selling do not have significant influence on sales improvement on Garuda Indonesia Airways. Some of the respondents do not agree that they got information from personal selling of

Garuda Indonesia Airways itself. But in the other hand Direct Marketing has significant influence on sales improvement on Garuda Indonesia Airways. This research study proves that the most important variable that influenced Garuda Indonesia Airways sales improvement is direct marketing. Other three independent variables (sales promotion, advertising and personal selling) do not have significant influence on Garuda Indonesia Airways sales improvement. It becomes an important attention for marketers in order to raising the number of sales.

## CONCLUSION AND RECOMMENDATION

### Conclusion

The final conclusions of this research are:

1. All independent variables (Sales Promotion, Advertising, Personal Selling, and Direct Marketing) are simultaneously influence does not have significant influence Sales Improvement of Garuda Indonesia Airways as dependent variable.
2. Sales Promotion has no significant influence on Sales Improvement.
3. Advertising has no significant influence on Sales Improvement.
4. Personal Selling has no significant influence on Sales Improvement.
5. Direct Marketing has significant influence on Sales Improvement.

### Recommendations

The result found that Direct Marketing is the most influencing factors to Sales Improvement, and then followed by Sales Promotion, Advertising, and Personal Selling. Whether partially, Sales Promotion, Advertising, and Personal Selling have no significant effect, but simultaneously, it have. The marketing divisions of Garuda Indonesia Airways in Manado city need to be more focus on sales promotion, advertising and personal selling variables to get more intention of consumers. On the other hand, Garuda Indonesia Airways also need to evaluate the most influential factor. Increased business revenue will provide new opportunities for the company to measure its ability to improve the quality of care or expanding their business so that they can continue to compete with other similar companies and can actually serve consumers as well as possible for ensuring their airlines will always be choosing by people in Manado.

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