

DIGITAL MARKETING STRATEGY IN INCREASING BUS TICKET SALES AT PT ROSALIA INDAH TRANSPORT SURAKARTA – CENTRAL JAVA



Anggara Putra Bimantara¹

Universitas Pembangunan Nasional “Veteran” Jawa Timur, Indonesia
anggaraputrabimantara@gmail.com

Lia Nirawati²

Universitas Pembangunan Nasional “Veteran” Jawa Timur, Indonesia
lianirawati@gmail.com

Abstract

The Service industry sector has a very important role in economic growth and development. The service industry provides convenience in every aspect of life, both economic aspects, social aspects, and political aspects. Transportation, telecommunications, banking, education, health services, construction services, and tourism are some examples of service industries that play an important role in a nation's economic development. Among the many service businesses currently developing, transportation services are a promising business, both land, sea, and air transportation. In this research, quantitative descriptive methods were used. The data collection method in this research was carried out utilizing observation, interviews, questionnaires, and literature study, and data processing was carried out with the help of the SPSS 25 program. So, the results of the t-test that was carried out in this research were obtained, so it can be concluded that there is an influence that digital marketing strategy variables have on bus ticket sales at PT Rosalia Indah Transport Surakarta-Central Java.

Keywords: Digital Marketing Strategy, Bus Ticket Sales, PT Rosalia Indah Transport

INTRODUCTION

The service industry sector plays a very important role in economic growth and development. The service industry provides convenience in every aspect of life, be it economic, social, or political. Transportation, telecommunications, banking, education, health services, construction services, and tourism are some examples of service industries that play an important role in the economic development of a nation. Among the many service businesses that are developing today, transportation services are a promising business, whether land, sea, or air transportation (Hanjono & Muttaqijn, 2023). The economy is growing towards globalization requires mobility high, so people are increasingly careful in choosing the means of transportation to be used (Prasetyo, 2017).

Central Bureau of Statistics notes that sector transportation grew significantly by 15.93 percent at the beginning of 2023 compared with periods previously. According to the Central Bureau of Statistics, the number of from all over vehicle motorized vehicles in Indonesia reached 141,992,573 in 2021. This includes in category vehicle motorized among them is car passenger, bus, car goods, and motorbikes The number of buses in 2021 was 237,566 and experienced growth per year by 2.72% (Central Statistics Agency, 2022). Buses are still one of the land transportation choices for Indonesian people today. Even in terms of business, bus companies (PO) that play in a number of these areas is increasing. Several new POs are also increasing and competing fiercely to attract customer interest. The number of bus owners recorded as many as 260,720 units in July 2023 (Arifin, 2023).

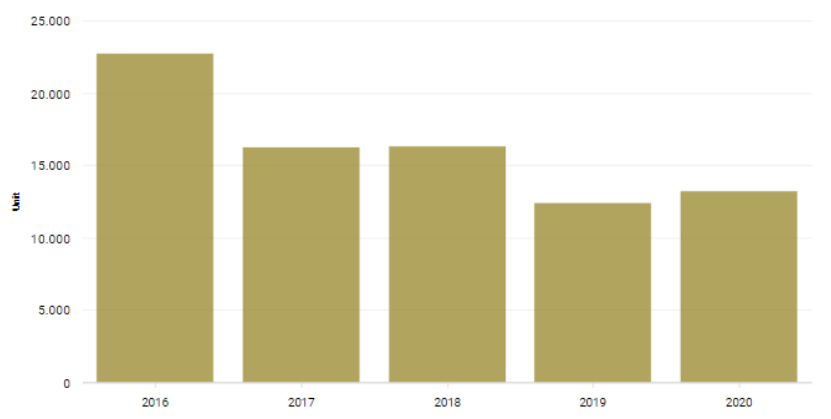


Figure 1
Number of Interprovincial Buses in Indonesia (2016-2020)
Source: databoks.katadata.co.id (Rizati, 2021)

Some Companies O to bus (PO) leading among them are Sinar Jaya, Sumber Alam, ALS (Antar Lintas Sumatera), Haryanto, Bejeu, Hiba Utama, Siliwangi Antar Nusa (SAN), Rosalia Indah, Agra Mas, Harapan Jaya, and many more (Arifin, 2023). PT Rosalia Indah Transport is one of the land transportation service businesses in Indonesia that is still enduring until now, and known as a premium bus with service non-economic executives. Rosalia Indah has a double-decker fleet complete with ready flight attendant serve (Wiryatmoko et al., 2021).

company founded in the year 1983 This initially only had 1 fleet of Colt Diesel type with police number AD 9866 A, which is now called "Bibit Kawit", serving the Solo-Blitar route. After that, it developed into a travel business with the Jogja-Surabaya, and Jogja-Blitar/Malang routes. In 1991, Rosalia Indah finally had 5 fleets of "Bumel Non AC" with the HINO type AK brand, and since then, the Bus Company (PO) Rosalia Indah officially became a sole proprietorship with a business permit for the Rosalia Indah General Travel Agency (BPU) with No. 05/D.2/BPU/III/1991 from the Deparpostel Directorate General of Tourism. (Wiryatmoko et al., 2021) .

Quoted from the official website, PT Rosalia Indah Transport which was previously oriented towards AKDP (Inter-City Within) services Province), now Already become AKAP (Inter-City Inter-Province) so that it has a wider reach. This company owns more than 1000 personnel and more than 140 representative offices and agents spread across Java - Sumatra. PT Rosalia Indah Transport also serves the tourism market share or charter tourist buses with a special fleet.

Marketing become part important for bus companies to increase sales, maintain and expand the market, as well promote bus service to candidate passengers. Ritonga (2018:2) argues, "Marketing is an important factor as a company strategy in running its business, especially in dealing with consumers". With a good marketing strategy, the company bus can optimize its capacity and ensure continuity and sustainable business. Marketing is a comprehensive, integrated, and planned activity carried out by an organization or institution in conducting business to accommodate market demand by creating products with sales value, determining prices, communicating, delivering, and exchanging valuable offers for consumers, clients, partners, and the general public (Indrasari, 2019).

As a company large, PT Rosalia Indah Transport also implements marketing strategies. One of them is mixed marketing in form guard connection Good with consumers, bodywork factories, spare parts suppliers, and control over competitors. In addition, a market penetration strategy is also applied in the form of more incentive promotional activities to expand market segmentation (Agustin, 2017). According to a study (Wiryatmoko et al., 2021), PT. Rosalia Indah Transport also uses sales promotion and publicity strategies to attract customers by implementing programs such as membership, discounts, and incentives through customer testimonials.

Research results suggest that the current trading mindset is digital, so all conventional concepts must be slowly changed to modern concepts. Although difficult, tiring, and budget-consuming, all business actors must get used to opening a digital business (Aprilya, 2017). According to (Utomo in Purwana et al. 2017), digital marketing is a promotional activity and market search through digital media online by utilizing various means such as social networks. The virtual world is now no longer only able to connect people with devices, but also people with other people all over the world. Digital marketing which usually consists of interactive and integrated marketing facilitates interaction between producers, market intermediaries, and potential consumers.

PT Rosalia Indah Transport is one of the industry transportation lands faced with challenges significant in adopting effective digital marketing strategies for increased sales of bus tickets. According to (Dharmmesta et al., 2019), selling is science and art in influencing someone carried out by the seller To invite others to be willing to buy goods or services offered. In this digital era, changes in patterns in consumers, preferences to purchase online, and improvements in dependence on social media show the need for adjustment in approach marketing. Therefore, research Tries To dig deep into how PT Rosalia Indah Transport can optimize its marketing strategy, overcome obstacles to implementation, and utilize opportunities that arise, at the same time understanding the needs and expectations of customers to increase Power's competitiveness in an increasingly competitive market dynamic.

REVIEW OF LITERATURE

Marketing

Ritonga (2018:2) argues, "Marketing is an important factor in a company's strategy in running its business, especially in dealing with consumers". Meanwhile, Indrasari (2019:2) argues that "Marketing is an activity, comprehensive, integrated, and planned, carried out by an organization or institution in conducting business to accommodate market demand by creating products with selling value, determining prices, communicating, delivering, and exchanging valuable offers for consumers, clients, partners, and the general public". From this definition, it can be concluded that marketing is an integrated effort to combine strategic plans that are directed at efforts to satisfy consumer needs and desires to obtain the expected benefits through the exchange or transaction process.

Digital Marketing

Methods used in marketing moment This tends more put forward technology compared to physical media like brochures. Method This is known by the term digital marketing, where marketing is done using digital media such as social media. The definition of digital marketing according to (Kasali, 2011) is activity digital marketing including branding that uses various web-based media such as blogs, websites, e-mail, adwords, or Network social. The presence of digital marketing due to the progress development of technology information simultaneously with the development of mobile technology. Taking advantage of mobile technology allows everyone who has an internet network can get information accurately only in grip.

According to (Gumilang, 2019) digital marketing is an iterative process of continuous improvement and refinement. Digital marketing Not only discusses technology but also discusses related materials with people (market), such as How perpetrator businesses (markers) can relate with their customers (consumers) to build A relationship and encourage sales. Indicator digital marketing according to (Aryani, 2021) is as follows: 1) Accessibility, 2) Interactivity, 3) Entertainment (Entertainment), 4) Credibility (Trust), 5) Irritation (Annoyance), 6) Informativeness (Informative)

Sale

According to (Dharmmesta et al., 2019) , selling is science and art in influence someone carried out by the seller For invite others to be willing buy goods or services offered. Sales can created with the existence of an exchange process for goods and/ or services between the seller and with Buyer. Sales look at advance is communication between people individually that can reach objectives all over business marketing in general, namely increase sales that can produce a profit with offer satisfying needs to the market in term. According to (Nafarin, 2015) , sales are sales process results or sold or results sales. Sales means the sales process. While selling means delivering something to the buyer at a price certain. According to (Mulyadi, 2010), sales are activities consisting of transaction sales of goods or services, and good credit whether or not cash.

RESEARCH METHOD

The type of research used is quantitative research. descriptive. Descriptive quantitative is a research approach that uses quantitative methods to describe and analyze data systematically. In the context of research, the descriptive quantitative method aims to provide a detailed description of the characteristics of a phenomenon or group, without manipulating variables or making causal inferences. Kurniawan and Puspitaningtyas (2018:18), "Quantitative research is research that is structured and quantifies data so that it can be generalized and this is intended to make generalizations to the population being studied".

The sampling technique used is non-probability with the purposive sampling technique. Purposive sampling is a technique for selecting samples that aim subjectively which is carried out to understand the information needed to obtain certain groups/targets that meet the specified criteria (Paramita et al, 2021:64). The data collection method used in this study is a Questionnaire. Written using Times New Roman font 12 with 1.5 spacing and without using numbering. The method consists of the description of the research type, data collection, data source, data type, and data analysis. It is written in paragraph form. Data analysis used is Simple linear regression, Hypothesis testing t distribution, and R-Square Test (coefficient determination).

RESULTS AND DISCUSSION

Simple Regression Analysis Result

Table 1
Simple Regression Analysis Results

Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1(Constant)	2.118	.740		2,860	.005
Digital Marketing Strategy	.252	.013	.911	19,584	.000

a. Dependent Variable: Sales Tickets
 Processed primary data (2024)

$$Y = \beta_0 + \beta_1X + \epsilon$$

$$Y = 2.118 + 0.252X + \epsilon$$

In accordance with the equation obtained above, the simple regression analysis model can be interpreted as follows:

1. Constant value = 2.118. The constant value shows a positive value of 2.118. This shows that if the digital marketing strategy variable and ϵ have constant values (zero), then sales of Bus tickets at PT Rosalia Indah Transport Surakarta- Central Java have increased by 5,528.
2. The coefficient value $b = 0.252$, means that if the digital marketing strategy (X) increases by one point, while the other independent variables remain constant, then sales will increase. Bus tickets at PT Rosalia Indah Transport Surakarta- Central Java will experience an increase of 0.252 points.

Coefficient of Determination

Table 2
Results of the Determination Coefficient Test

Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.911 ^a	.829	.827	1.84574

Digital Marketing Strategy
 b. Dependent Variable: Sales Tickets
 Source: Primary Data, 2024

Based on the table above, it shows that the determination coefficient test, namely seen from R square, is 0.829. This shows that the contribution of the influence of digital marketing strategies on the sale of bus tickets at PT Rosalia Indah Transport amounted to 82.9% while the remaining 17.1% was influenced by other variables that were not studied.

Hypothesis Presentation

The results of the t-test in this study are as follows:

Table 3
t-test results

Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
I(Constant)	2.118	.740		2,860	.005
Digital Marketing Strategy	.252	.013	.911	19,584	.000

a. Dependent Variable: Sales Tickets

Source: Primary Data, 2024

Based on the table above, it shows that the results of the t-test are: The t-test value for the digital marketing strategy variable (X) on sales bus tickets at PT Rosalia Indah Transport Surakarta - Central Java amounted to 19.584 > 1.99 with a significance of 0.000 < 0.05, which means that there is a significant influence of the digital marketing strategy variable on sale bus tickets at PT Rosalia Indah Transport Surakarta- Central Java, so that hypothesis accepted. This shows that the higher the digital marketing strategy, the sale of bus tickets at PT Rosalia Indah Transport Surakarta- Central Java is also getting cheaper increase.

Digital Marketing Strategy Implemented by PT Rosalia Indah Transport

Discussion first that is regarding the digital marketing strategy implemented by PT Rosalia Indah Transport. PT Rosalia Indah Transport is one of the industry transportation lands faced with challenges significant in adopting effective digital marketing strategies for an increased sale of bus tickets. According to (Utomo in Purwana et al. 2017), digital marketing is an activity of promotion and market search through digital media online by

utilizing various means such as social networks. The virtual world is now no longer only able to connect people with devices, but also people with other people all over the world. Digital marketing which usually consists of interactive and integrated marketing facilitates interaction between producers, market intermediaries, and potential consumers. On the one hand, digital marketing makes it easier for business people to monitor and provide all the needs and desires of potential consumers, on the other hand, potential consumers can also search for and obtain product information simply by browsing the internet, making the search process easier. Buyers are now increasingly independent in making purchasing decisions based on their search results. Digital marketing can reach all people wherever they are without any geographical or time limitations (Utomo in Purwana et al. 2017).

Based on the research that has been conducted, it can be seen that the digital marketing strategy implemented by PT Rosalia Indah Transport is very effective. and can impact in improvement of sale tickets at PT Rosalia Indah Transport are: experience improvement. The digital marketing strategy implemented by PT Rosalia Indah Transport is as follows:

1. Advertisement

The advertisement made by PT Rosalia Indah Transport is quite... effective in increasing the sale of tickets at PT Rosalia Indah Transport. Advertisement is a form of communication marketing that uses media such as television, radio, print, or digital to convey message promotion to the audience in general. Purpose the main thing is to awaken interest and influence the behavior of consumers to choose or buy products or advertised services.

Based on research that has been done shows that Respondent feels that PT Rosalia Indah's online advertising helps them know the routes offered. Digital advertising also makes Respondents more aware of the ongoing ticket promo also respondents choose PT Rosalia Indah services after seeing online advertising that promotes comfort travel (Questionnaire Results, 2024).

2. Personal Selling

Personal selling carried out by PT Rosalia Indah Transport is quite effective in increasing the sale of tickets at PT Rosalia Indah Transport. Personal Selling is a

marketing strategy that involves interaction direct between sellers and candidate buyers. In personal selling, the seller tries to build connections with customer potential, giving information in a way personal, and motivating them to purchase.

The results of the questionnaire that have been analyzed show that interaction with team sales through the chat feature helps Respondents understand with more good choice the tickets offered. Respondents also felt that team digital sales respond in a way fast and informative. Besides That, respondents also tend to more trust in PT Rosalia Indah after interacting with team sales online (Questionnaire Results, 2024).

3. Sales Promotion

Sales promotions carried out by PT Rosalia Indah Transport are quite... effective in increasing sales tickets at PT Rosalia Indah Transport. Sales Promotion refers to a series of activities designed marketing for to increase the sales or promotion product in a time certain. Examples of sales promotions involve discount prices, coupons, contests, or loyalty programs to push purchases quickly.

The results of the questionnaire that have been analyzed show that offer special given through online promotion makes Respondents more motivated to buy ticket Now than later. Respondents also felt that discount bus tickets via online promotion provide mark significant addition for customers. In addition, promotion online sales provide a chance to get tickets at higher prices (Questionnaire Results, 2024).

4. Publicity

The publicity carried out by PT Rosalia Indah Transport is quite... effective in increasing the sale of tickets at PT Rosalia Indah Transport. Publicity is forming promotions that include news about products, companies, or services for free through mass media. The goal is is build image, improve the awareness brand, and influence the opinion public.

The results of the questionnaire that have been analyzed show that the Articles on the internet provide a description positive to Respondent to quality PT Rosalia Indah's services. Positive reviews on the internet make Respondent more believe in using PT Rosalia Indah services. Also, articles about PT Rosalia Indah on the internet encourage me to purchase tickets (Questionnaire Results, 2024).

5. Public Relations

Public Relations carried out by PT Rosalia Indah Transport is quite effective in increasing the sale of tickets at PT Rosalia Indah Transport. Public Relations (PR) is an effort To build and maintain a connection positive between a company or organization with its public. PR includes activities like press conferences, writing press releases, and managing crises to form a good perception among the public.

The results of the questionnaire that have been analyzed show that Respondent feels that PT Rosalia Indah's website makes it easy to purchase tickets in a way online. PT Rosalia Indah's Instagram social media also makes it easier for customers to get the information latest. Besides that, PT Rosalia Indah is responsive to customer feedback on online media (Questionnaire Results, 2024).

6. Direct Marketing

Direct Marketing carried out by PT Rosalia Indah Transport is sufficiently effective in increasing the purchase of tickets at PT Rosalia Indah Transport. Direct Marketing is a marketing strategy that involves communication directly with customer potential to promote products or services. Direct marketing methods include the use of letter direct, telemarketing, and email campaigns to reach the target audience in a way direct.

The results of the questionnaire that have been analyzed show that Material marketing directly like email helps the Respondent get information needed To decide to purchase bus tickets. Direct marketing strategies like promo notifications or offer specials via email are useful in planning journey respondents. Respondents also felt that marketing direct gives convenience for respondents for getting tickets and completing transactions online (Questionnaire Results, 2024).

The Influence of Digital Marketing Strategy on Sale Bus Tickets at PT Rosalia Indah Transport

The discussion is about the influence of digital marketing strategies on the sale of bus tickets at PT Rosalia Indah Transport. Based on the analysis of the results using the t-test obtained results t-test value on digital marketing strategy variable (X) on sales bus tickets at PT Rosalia Indah Transport Surakarta - Central Java amounted to $19.584\bar{1}99$ with a significance of $0.000\bar{0}05$, which means that there is a significant influence of the

digital marketing strategy variable on sale bus tickets at PT Rosalia Indah Transport Surakarta- Central Java so that **hypothesis accepted**. This shows that the higher the digital marketing strategy, the sale of bus tickets at PT Rosalia Indah Transport Surakarta- Central Java is also getting cheaper increase.

From the results determination coefficient test, namely seen from Rsquare of 0.829. This shows that the contribution of the influence of digital marketing strategies on the sale of bus tickets at PT Rosalia Indah Transport amounted to 82.9% while the remaining 17.1% was influenced by other variables that were not studied.

Digital marketing is a marketing strategy that is generally used to promote goods and services to customers by utilizing various distribution channels. Through social media, buyers can get information anytime and anywhere they need (Haque, 2020; Sidi & Yogatama, 2019). Along with developments over time, marketing strategies have experienced a fundamental shift, where traditional marketing strategies conventional changed to become digital marketing strategy. The development of technology and increasing internet penetration have pushed businesses To adapt with a better way interactive and measurable in promoting products and services. Digital marketing allows a company to reach its target audience more efficiently, through social media, machine search engines, email, and other digital platforms, as well as gives a chance to understand the behavior of consumers more deeply through digital analytics.

As a company large, PT Rosalia Indah Transport also implements marketing strategies. One of them is mixed marketing in form guard connection Good with consumers, bodywork factories, spare parts suppliers, and control over competitors. In addition, a market penetration strategy is also applied in the form of more incentive promotional activities to expand market segmentation (Agustin, 2017). According to a study (Wiryatmoko et al., 2021), PT. Rosalia Indah Transport also uses sales promotion and publicity strategies to attract customers by implementing programs such as membership, discounts, and incentives through customer testimonials.

Several studies state that digital marketing strategies have a lot of impact, one of them being to sell products or services offered. According to (Rahmayani, 2023) , digital marketing has a positive and significant effect on sales volume, meaning that the benefits

of digital marketing on sales volume are very much needed because it will increase or decrease sales volume. Studies by (Budi et al., 2022) prove that digital marketing-based social media has influenced positively significant to decision purchase Budiman Bus tickets, so in a way No directly also increases the number of sales tickets.

CONCLUSION

Based on research conducted on digital marketing strategies in increasing the sale of bus tickets at PT Rosalia Indah Transport Surakarta – Central Java then can conclude as follows, 1) The digital marketing strategy implemented by PT Rosalia Indah Transport is as follows, (a) The advertisement made by PT Rosalia Indah Transport is quite effective in increase sale tickets at PT Rosalia Indah Transport. (b) Personal Selling carried out by PT Rosalia Indah Transport is quite... effective in increasing sales of PT Rosalia Indah Transport tickets. (c) Sales Promotion carried out by PT Rosalia Indah Transport is quite... effective in increasing sales tickets at PT Rosalia Indah Transport. (d) The publicity carried out by PT Rosalia Indah Transport is quite... effective in increasing the sale of tickets at PT Rosalia Indah Transport. (e) Public Relations carried out by PT Rosalia Indah Transport is quite... effective in increasing the sale of tickets at PT Rosalia Indah Transport. (f) Direct Marketing carried out by PT Rosalia Indah Transport to increase sales tickets at PT Rosalia Indah Transport. 2) Based on results analysis using the t-test obtained results t-test value on digital marketing strategy variable (X) on sales bus tickets at PT Rosalia Indah Transport Surakarta - Central Java amounted to 19.584 1.99 with a significance of $0.000 \bar{0}.05$, which means that there is a significant influence of the digital marketing strategy variable on sale bus tickets at PT Rosalia Indah Transport Surakarta- Central Java, so that **hypothesis accepted**. This shows that the higher the digital marketing strategy, the sale of bus tickets at PT Rosalia Indah Transport Surakarta- Central Java is also getting cheaper increase.

REFERENCES

Agustin, VD (2017). *Marketing Strategy of PT Rosalia Indah Transport Head Office Palur Karanganyar*.

- Budi, A., Priyatna, EH, & Taufik, RFAN (2022). The Influence of Online System Services and Social Media-Based Promotion on Budiman Bus Ticket Purchase Decisions. *Dynamic Management Journal*, 6 (1), Article 1.
- Dharmmesta, BS, Sunarwan, U., & Maria, M. (2019). *Marketing Management Core Material*. Open University.
- Gumilang, RR (2019). Implementation of *Digital Marketing* t on Increasing Sales of Home Industry Products. *Coopetition: Scientific Journal of Management*, 10 (1), Article 1.
- Hanjono, B. A., & Muttaqijn, M. I. (2023). Analisis Sistem Informasi Online Booking Dan Feedback Pada Public Relationship PT. Rosalia Indah. *Prosiding Simposium Nasional Multidisiplin (SinaMu)*, 4, 441-447.
- Indrasari, M. (2019). *Marketing & Customer Satisfaction*. Unitomo Press.
- Kasali, R. (2011). *Targeting the Indonesian Market: Segmentation, Targeting, and Positioning*. Gramedia Pustaka Utama.
- Kurniawan, A. W. & Puspitaningtyas, Z., (2018). Leadership in Higher Education: Academic Leader or Manager? *Buletin Studi Ekonomi*, 18(1), 44270.
- Mulyadi. (2010). *Accounting System*. Salemba Empat. Yogyakarta, Central Java
- Nafarin, M. (2015). *Corporate Budgeting*. Salemba Empat. Yogyakarta, Central Java
- Paramita, Ratna Wijayanti Daniar (2021). *Quantitative Research Methods*. Lumajang: Widya Gama Press.
- Prasetyo, AS (2017). Marketing Communication Strategy of Online Ticket Business: Case Study of Tiket2.Com. *Business Studies of Widya Wiwaha College of Economics*, 25 (1), Article 1.
- Purwana, D. (2018). Determinant Factors of Students's™ Entrepreneurial Intention: a Comparative Study. *Dinamika Pendidikan*, 13(1), 1-13.
- Rahmayani, MW (2023). The Influence of Digital Marketing on Increasing Sales Volume of Home Industry Products in Cibodas Village | Coopetition: Scientific Journal of Management. *Scientific Journal of Management*, 14 (1).
- Ritonga, Husni Muharram, et al. (2018). *Marketing Management: Concepts and Strategies*. Medan: CV. Manhaji.
- Sidi, A. P., & Yogatama, A. N. (2019). Intellectual Capital Mediation on the Effect of Digital Marketing on Marketing Performance. *Iqtishoduna*, 15(2), 129-152.
- Wiryatmoko, HA, Tayo, Y., & Utamidewi, W. (2021). Marketing Communication Strategy of PT Rosalia Indah. *Journalism, Public Relation and Media Communication Studies Journal (JPRMEDCOM)*, 3 (1), Article 1.