

IMPROVING THE EFFICIENCY OF DIGITAL MARKETING THAT AFFECTS THE OPERATIONS OF THE AIRLINE BUSINESS IN THAILAND

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ABSTRACT

This study aims to study the level of opinions in digital marketing and to study digital marketing strategies that affect airline business operations this research used a mixed research design using quantitative and qualitative research together. The sample group used in this study in quantitative form consisted of 400 airline users using a simple sample selection method. Tools used include: questionnaire and interview statistics used to analyze data including frequency, percentage, mean, standard deviation exploratory factor analysis correlation analysis.

The research results found that all and the dependent variable is the relationship of the digital marketing strategy with the operations of the airline, the results of which are examined. It was found that the two variables were significantly related to each other at .05 with the Pearson correlation coefficient = 0.823 and Sig. value = 0.000. It shows that digital marketing strategies have a relationship with airline operations that can be both positive and directly variable and a high level of relationship.

The results of the analysis of the informants found that most service users want confidence in using the service through the operating process Image and service because it can respond to needs, in addition, entrepreneurs can create new strategies to create interest through different operating processes and can develop sustainability throughout future operations.

Keywords: digital marketing, airline business, improving of marketing

INTRODUCTION

Currently, passenger travel by plane It is important to transportation in Thailand. Extremely popular and increasingly popular because traveling by plane saves time. In traveling, there are many problems. There is also the convenience of airline services in a format of variety (Aviation office Civilian of Thailand The Civil Aviation Authority of Thailand). Nowadays there are many airlines that provide passenger air transportation services which has both lines Fly with full service (Full Service Airlines) and low-cost airlines or airlines. Low cost airline that offer both types of service. There is often a pattern. Flight routes both domestic and international that are similar but have different factors such as price and service. From the above factors, low cost airlines are very popular. This is a result of Ticket prices are relatively cheap and there are a variety of marketing promotions and reach more consumers Civil Aviation Authority of Thailand. (2022).

However, in 2022, Thailand's aviation business is recovering slowly, supported by the economic situation and world trade that is gradually recovering Development of a vaccine to prevent COVID-19 infection There is progress and people get vaccinated This has resulted in the gradual opening of international borders, supporting demand for airline travel on both domestic and international routes. However, the air transport business may have an increased investment burden. Safety criteria of aviation business focus on investment to improve the

aviation safety in the post-crisis period. As a result, entrepreneurs who have limited capital Number of flights and shares Markets on less-flight routes may face a liquidity crisis and be unable to continue operating. At present, Thailand's aviation business must prepare for the opening of the country. To supports tourists who will travel to Thailand increasing the airport's carrying capacity Airport infrastructure by traveling in a new context. Important things that are emerging for air travel aside from safety and security, the new thing that must be taken into consideration is "hygiene". (Health) and in the future, Thailand's aviation business must prepare to support small aircraft or drones, and drones will be another technology to drive structural change. The System of domestic aviation business knowing the direction and measures to support the aviation business can recover quickly after the outbreak of the COVID-19 virus. A new aviation context in the future under a new way of life traveling can encourage Thai aviation to return to continuous growth. The objective is to present what the aviation business in Thailand must do at present. Including what will happen to the aviation business in the future, challenges and opportunities for the aviation business in Thailand After the crisis of the spread of the COVID-19 virus disease.

When a business is affected by an external environment that cannot be controlled What businesses must do is adapt to the changing environment in order to survive. Currently, it is considered the digital era (Kemp, 2020). Changes in consumer behavior in the digital era receive information directly from other sources, even though that information may not be information from the product owner. Maybe it's just Agent or person with experience in possession Consumers have faith through website pages and Facebook comments. and information sources on the internet Because the information can be accessed Therefore, the accessibility of marketing must be adjusted in accordance with Changing customer behavior Digital marketing is a marketing operation that uses technology to help with marketing activities. to meet the necessity and needs of customers Therefore, a digital marketing strategy is a method or approach. Businesses that use modern technology to adapt to the marketing environment in the digital age By using marketing tools with technology that can communicate specifically to target customers by providing important and useful information, using media and influential people. Helps stimulate demand for customers including a system for managing various problems and complaints that is efficient and fast. This will lead to good marketing performance. It also responds to needs and maintains good relationships between customers and the organization. Using online communication to receive information from customers reduces operating costs. Create an experience One-to-one digital Create knowledge and understanding about the brand creating marketing content As well as using technology to help reduce complexity and make it easier to measure and evaluate business success Pannita Mueanbun (2022).

Summary of the overall picture of this research study: The researcher studied the enhancement of digital marketing efficiency that affects the operations of the airline business in Thailand in order to use modern information in the management process. Airlines business through media channels to provide digital marketing with application of supply chain management. This is in order to study the management and administrative processes in airline transportation. Including the researcher has analyzed the operating conditions to create continuous management capabilities for the benefit of airline operators in the future.

OBJECTIVE

1. To study the level of opinions in digital marketing that affect airline business operations.
2. To study digital marketing strategies that affect airline business operations.

LITERATURE REVIEWS

Currently, there is business competition and operations. Business has become more complex, skills and expertise Occupation has become necessary for efficiency. Carry out logistics work performance evaluation Refers to the decision-making process of the evaluator in order to The value of being able to use existing resources efficiently Value for achieving the goals of operations in the dimension of the management process (Process), including work that is standardized, fast, accurate, and the dimension of productivity and results. The Cost or amount of resources used compared to work or output, such as cost, time, reliability (Aunyawong et al., 2020)

Wertime Kent and Fenwick Ian (2008) gave the meaning of digital marketing is "future market development occurs when the company carries out marketing operations large through digital communication channels. Digital media is a medium that has user identification codes, thus allowing marketers to continuously communicate in two ways (Two-way Communication) with customers individually. According to Michael (2022) communicating by telephone the Information Gained from communicating with each customer each time, it is mutual learning. Which may be useful to the next customer is continuous and consistent like the work of a network of motor neurons. Marketers can use this real-time information to including opinions received directly from customers to use the greatest benefit to consumers in the future" or methods for promoting products and services rely on online database channels to quickly reach consumers which answers the needs of current consumers and use costs efficiently. The Businesses connect to countries around the world (cooperative technology transfer Center 4, Nakhon Nayok, 2014).

Aaker (2016) states that digital marketing has four different objectives: selling by adding value to the product or service; Offering support and introduction and use it to expand other branding platforms with more dimensions and participation and being centered around the customer based on the interests and activities in which the customer is involved. If you are not aware of the differences, it will cause you to access information easily and quickly. It is also a direct communication to customers who have Interest in a particular type of product will cause the group gathered and discussed the origins related to communication via digital channels in a one-to-one format (One To One). Moreover, customer information is recorded in the database system can be inspected without having to keep an eye on customers. There are 5 important points: There is also collaboration in sharing information either way to know the needs. It is an important factor that causes the transfer of raw materials, products or services this leads to the mutual benefit of all parties as well (Tanit Sorat, 2007).

1. Connections 2. Contact 3. Co Creation 4. Commerce (Commerce) and electronic commerce (E-Commerce) that continuously were expanding 5. Community Opportunity to succeed to be more successful in marketing communication strategies in the digital era currently there is adjust and applies to suit the world situation. There are many strategies to choose from, including Many strategies can also be used together to create the best efficiency and effectiveness.

METHODS

Determining the procedures for using the format mixed methods research this study is divided into 2 parts: (Quantitative Research Methodology) and (Qualitative Research Methodology) Population includes airline users. There was a sample size of 400 people. There was a specific method of collecting data using questionnaires and interviews to collect data. Statistics used in data analysis include simple statistics comparing percentages (Mean) and (Standard Deviation) and inferential statistics (Pearson's Product Moment Correlation Analysis).

RESULTS

The Results of general data analysis of 400 sample respondents in terms of type in organization. Most of them are airline businesses, numbering 364 people, accounting for 52.30 percent. In terms of the number of personnel, most are more than 60 people, numbering 252 people, accounting for 36.21 percent. In terms of the duration of business, most are 3 - 5 years, numbering 288 people. Accounting for 41.38 percent

Table 1 shows the correlation coefficient of digital marketing strategies in relation to the performance of airline businesses in Thailand.

Correlations			
		Digital marketing	Operations
Digital marketing	Pearson Correlation	1	.823
	Sig. (2-tailed)		.000**
	N	400	400
Operations	Pearson Correlation	.823	1
	Sig. (2-tailed)	.000**	
	N	400	400
**. Correlation is significant at the 0.01 level (2-tailed).			

Quantitative research results Table 1 Correlations table shows the correlation coefficients between the primary variables. All and the dependent variable is the relationship of the digital marketing strategy with the operations of the airline, the results of which are examined. It was found that the two variables were significantly related to each other at 0.05 with the Pearson correlation coefficient = 0.823 and Sig. value = 0.000. It shows that digital marketing strategies have a relationship with airline operations that can be both positive and directly variable and have a high level of relationship.

CONCLUSION AND FUTURE WORK

1. From analyzing the relationship between digital marketing strategies and airline operations in Thailand It was found that most consumers who use the service will have confidence in and use the service regarding the reputation and image of the airline organization. It is consistent with the research of Hathaichanok Wongcharoenphon (2022), studying digital marketing that affects customer satisfaction and loyalty. The level of satisfaction and overall loyalty of customers towards the store is at a high level. They are satisfied with the service. Food quality and value received as for customer loyalty, they tell others or praise the store through various channels, including Digital media creates new customers and creates more income. For digital marketing, customers have access to purchasing decisions and cause consumers to repeat purchases or tell others at a high level Moreover, digital marketing has both direct and indirect relationships with customer loyalty through the transmission variable, namely customer satisfaction.

Research Suggestions

Suggestions from research

1. From the analysis of the relationship between digital marketing strategies and airline operations, it was found that most service users use services from individuals or groups of people in well-known organizations. Therefore, community brands or products find that sales are lower than well-known brands. Because marketing promotion is holistic, promotional

programs should be organized only for brands that are start-up businesses and can develop themselves to become famous at a certain level in the future.

2. Development of marketing communications that are currently in the traditional form and method, which makes organizing each promotional event more this makes it difficult to see the difference, which causes consumers to make decisions to purchase products and services that are reduced. Therefore, the Shopee application will have to adjust its strategy and create interest that will impress consumers who come to see it for the first time and regular consumers.

Suggestions for next research

Should develop marketing content strategies to promote products that are not necessarily necessary It is necessary for consumers who come to see it for the first time, which is suitable for people who come to view products in the application and have not yet made a decision to purchase or have a need for the product and decide to buy that product.

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