


Sales of Domestic Flight Tickets during the Covid-19 Pandemic For The 2020/2021 Period at PT. Narasindo Tour and Travel Medan

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| Article Info | ABSTRACT |
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| Keywords: Procedure Tickets Sale Travel | <p>Travel agencies have faced significant challenges due to declining sales, particularly in North Sumatra, including PT. Narasindo Tour and Travel. Despite reduced demand, the company continues to bear operational costs such as employee salaries. In response, many agencies have adopted alternative measures such as refund vouchers and deposit top-ups for domestic airline tickets. This study aims to (1) examine the online ticket booking procedures at PT. Narasindo Tour and Travel Medan, (2) identify the obstacles in ticket sales during the Covid-19 pandemic, and (3) evaluate the company's sales targets during the 2020–2021 pandemic period.</p> <p>The research employs a descriptive quantitative approach, with data collected through observations, questionnaires, and documentation at PT. Narasindo Tour and Travel. The findings reveal that ticket bookings are processed via the via.com platform, streamlining tasks from flight requests to ticket issuance. However, several obstacles were identified, including limited staff proficiency in computerized systems, technical issues such as unstable internet connections, and the impact of the pandemic itself. The company failed to meet its annual sales target of 1,800 tickets, selling only 408 in 2020 and 146 in 2021. The study recommends strategic improvements in human resources and digital infrastructure to enhance future sales performance.</p> |
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INTRODUCTION

The tourism sector is currently still the government's priority sector because it is considered capable of being a locomotive for the nation's economic movement. The management of the tourism sector continues to be developed by the government, through various policies carried out by the government to make Indonesian tourism more advanced and known in the eyes of the world. Entering the end of 2019, the world was rocked by the Covid-19 pandemic in various countries in the world, including Indonesia, which had a huge impact on the economic sectors of countries around the world in the tourism sector. The impact of the spread of the Covid-19 outbreak has hit the tourism industry sector, especially travel bureaus/agents. The threat of going out of business and termination of employment (PHK) is starting to haunt travel bureau/agent employees.

Based on data from the International Air Transport Association (IATA), it was recorded that the volume of flight ticket sales fell by almost 90 percent for the period from March 2020 to July 2020. The massive reduction in flight frequency and the increasing number of countries implementing partial or complete regional lockdowns, as well as Indonesia has implemented

restrictions in several regions, resulting in minus billing or the nominal value of tickets returned/canceled being greater than ticket sales.

The longer the Covid-19 pandemic lasts, the more domestic tourists will postpone their visits to Indonesian tourist areas due to the increasing number of Indonesians infected with Covid-19, therefore restrictions on domestic tourists are being implemented in several cities and provinces in Indonesia, mode restrictions air and sea transportation. The problem is that all travel agencies are currently experiencing liquidity difficulties, due to the lack of sales figures, especially North Sumatra through PT. Narasindo Tour And Travel and is still burdened with operational costs such as employee salaries and others. As a result, travel agencies tend to refund tickets using refund vouchers and top up deposits (domestic airlines).

Even though the government has provided special policies to improve the tourism sector, various tourist destination areas have also implemented strategies and programs that are able to adapt to conditions called the new normal era, as well as changes in tourist behavior. However, domestic flight ticket sales at PT. Narasindo Tour & Travel is still very minimal during the Covid-19 pandemic compared to sales results before the Covid-19 pandemic.

Table 1. Domestic Flight Ticket Sales Figures at PT. Narasindo Tour and Travel Medan 2019

| Month | Number of Tickets for 2019 |
|-----------|----------------------------|
| January | 156 |
| February | 139 |
| March | 155 |
| April | 143 |
| May | 160 |
| June | 152 |
| July | 164 |
| August | 137 |
| September | 128 |
| October | 144 |
| November | 158 |
| December | 165 |
| Total | 1,801 |

Source: PT. Narasindo Tour and Travel 2019

The table above shows that the number of domestic flight ticket purchases is from 2019. Based on the table above, it can be seen that in 2019 PT. Narasindo Tour and Travel with a total number of domestic flight ticket purchases of 1,801 tickets, starting from January – December.

METHODS

Type of Research

This study employs a quantitative descriptive approach, which is appropriate for analyzing numerical data and describing current conditions without manipulating variables. According to Sugiyono (2019), descriptive quantitative research is based on positivist philosophy and is used to study specific populations or samples by collecting data using structured research instruments. The data is then analyzed statistically to test predetermined hypotheses.

Population and Sample

Population

The population of this study consists of all management and operational staff at PT. Narasindo Tour and Travel Medan, totaling 10 individuals. As stated by Sugiyono (2019), a population is a group of individuals or objects that possess certain characteristics relevant to the research problem.

Sample

Given the small number of individuals in the population (less than 100), the research uses total sampling, meaning that the entire population is included as the sample. According to Arikunto (2006), if the population size is fewer than 100, it is advisable to take the entire population to ensure data accuracy.

Data Collection Techniques

Data collection in this study was conducted through field research and library research:

Field Research

Observation: Direct observations were conducted to gain firsthand insights into ticketing procedures and operational challenges at the company.

Questionnaire: Structured questionnaires consisting of closed-ended questions were distributed to all respondents to gather quantitative data regarding ticket booking, obstacles faced, and sales targets.

Library Research

Supporting data were collected from books, academic journals, articles, and other printed materials relevant to the research topic to strengthen the theoretical framework.

Research Location and Duration

Location: The research was conducted at PT. Narasindo Tour and Travel, located at Jl. Ir. Haji Juanda Baru No. 55 E, Medan.

Timeframe: The study was carried out over a period of three months.

Data Analysis Technique

This study utilizes descriptive statistical analysis to process and present the collected data. Descriptive statistics are used to summarize and describe data characteristics through frequency tables and percentages, without drawing general conclusions. The results are then compared with relevant theories and expert opinions, leading to interpretations based on the dominant perceptions of the respondents.

RESULTS AND DISCUSSION

Online Ticket Booking Procedure at PT. Narasindo Tour and Travel Medan

The ticket booking procedure is the process of ordering plane tickets carried out by a person or group of prospective passengers. The booking process carried out by a prospective passenger is usually aimed at finding out the availability of airplane seats and the ticket price according to the class that is still available during the booking process. This process is very important because it relates to ticket information for prospective passengers, therefore, to expedite the ticket booking process, good and correct handling is required from the ticketing staff.

To find out whether PT. Narasindo Tours has implemented online ticket booking procedures properly and correctly, and is in accordance with existing ticket booking procedure theory, so the author conducted interviews with several respondents who had been determined previously.

Respondents' responses regarding online ticket booking procedures during the Covid-19 pandemic can be seen in the following table:

Table 1. Respondents' Responses Regarding Online Ticket Booking Procedures During the Covid-19 Pandemic
n = 10

| Resource Person's Answer | Amount | Percentage (%) |
|--------------------------|--------|----------------|
| Already correct | 8 | 80 |
| Not True Yet | 2 | 20 |
| Total | 10 | 100 |

Source: Author's data processing results, 2020

From the data listed in table 1, it can be seen that 8 (eight) respondents or 80% stated that the online ticket booking procedure during the Covid-19 pandemic was implemented by PT. Narasindo Tours is right. And 2 of the respondents or 20% thought that the ticket booking procedure carried out by PT. Narasindo Tours is not right yet.

Based on the results of this research, the author draws the conclusion that the online ticket booking procedure implemented by PT. Narasindo Tours is correct.

The ticket booking procedure carried out is Request Flight, which is a flight request from prospective passengers who want to buy tickets. After that, the ticketing staff carries out a booking system according to the existing stages, then the staff will confirm the booking to prospective passengers. After confirmation, the staff issues a ticket to get a booking code, then the staff prints and sends the ticket to the prospective passenger. Therefore, the ticket booking procedure at PT. Narasindo Tour and travel must be done well and correctly.

Obstacles in Ticket Sales During the Covid-19 Pandemic at PT. Narasindo Tour and Travel Medan

During the Covid-19 Pandemic, PT. Narasindo Tours faces several obstacles in selling tickets. The obstacles in question are obstacles in terms of human resources, media booking and the Covid-19 pandemic. To find out whether there are obstacles in selling tickets, the author conducted interviews with several sources who had been determined previously.

The resource person's responses regarding the obstacles faced can be seen in the following table:

Table 2. Respondents' Responses Regarding the Obstacles Faced by PT. Narasindo Tours in Ticket Sales During the Covid-19 Pandemic

| n = 10 | | |
|---------------------------|--------|----------------|
| Resource Person's Answer | Amount | Percentage (%) |
| Yes, there are problems | 8 | 80 |
| No, there are no problems | 2 | 20 |
| Total | 10 | 100 |

Source: Author's data processing results, 2020

From the data listed in table 5.2, it can be seen that 8 (eight) interviewees or 80% stated that there were obstacles in the online ticket booking procedure during the Covid-19 pandemic. And 2 of the respondents or 20% stated that there were no problems in selling tickets during the Covid-19 pandemic. Constraints The constraints in question are obstacles in terms of human resources, media booking and the Covid-19 pandemic.

1. Human Resources

Human resources are very important in the ticket booking procedure because human resources, in this case the ticketing staff, play a direct role in booking tickets for prospective passengers, but in its implementation there are still obstacles, namely the ticketing staff service which still does not fully master the computerized system for selling tickets online. on line.

2. Media Booking

Just like human resources, media booking also plays an important role in ticket sales. The better the booking media used, the better the online ticket sales process at a company. However, in this case the author found several main problems in online ticket sales that occurred at PT. Narasindo Tour and Travel means that system problems often occur and internet connections are lost.

3. Covid-19 pandemic

The Covid-19 pandemic has had a major impact on online ticket sales. The existence of government policies related to handling to anticipate the spread of the Covid-19 pandemic limits the mobility of human resources to sell tickets, such as the PSBB (Large-Scale Social Restrictions) regulations, the existence of policies regarding Health Protocols for traveling (such as preparing a Covid-free certificate). 19, Rapid Antigen Test results and negative PCR test results), Stay at home advice, just work from home. Therefore, online ticket sales at PT. Narasindo tours experienced a decline.

Ticket Sales Target for the 2020/2021 Covid-19 Pandemic Period at PT. Narasindo Tour and Travel Medan

In the continuity and operation of the company PT. Narasindo Tour and Travel Medan targets/sets targets (limit provisions) that must be achieved within a certain time period.

To find out whether the sales target for Covid-19 Pandemic Tickets for the 2020/2021 Period set by PT. Narasindo Tour and Travel has been achieved or not, the author made observations from several sources who had been determined previously.

Table 3. Respondents' responses to domestic flight ticket sales targets during the Covid-19 pandemic at Narasindo Tour and Travel Medan

| n = 10 | | |
|--------------------------|--------|----------------|
| Resource Person's Answer | Amount | Percentage (%) |
| It's been achieved | 0 | 0 |
| Not achieved | 10 | 100 |
| Total | 10 | 100 |

Source: Author's data processing results, 2020

From the data listed in table 3, it can be seen that 0 (zero) sources or 0% stated that the Ticket Sales Target for the 2020/2021 Covid-19 Pandemic Period at PT. Narasindo Tour and Travel Medan has been achieved, and 10 of the respondents or 100% stated that the Ticket Sales Target for the 2020/2021 Covid-19 Pandemic Period at PT. Narasindo Tour and Travel Medan was not achieved.

Based on the results of this research, the author draws the conclusion that the Ticket Sales Target for the 2020/2021 Covid-19 Pandemic Period at PT. Narasindo Tour and Travel was not achieved.

The targets that have been determined by PT. Narasindo Tour and Travel are as follows:

For domestic ticket sales per day, tickets are required to sell a minimum of 5 tickets, in order to reach 150 tickets in a month or up to 1,800 tickets in a year. The target set by PT. Narasindo Tour and Travel is a standard achievement target considering the large number of people who travel. Both from the demands of a person's profession or job, tourism activities, and the needs of various levels of society in the current era.

Table 4. Domestic Flight Ticket Sales Figures at PT. Narasindo Tour and Travel Medan 2020-2021

| Month | Number of Tickets | |
|-----------|-------------------|------|
| | 2020 | 2021 |
| January | 135 | 33 |
| February | 120 | 26 |
| March | 43 | 32 |
| April | - | 25 |
| May | - | 13 |
| June | - | 17 |
| July | 5 | - |
| August | 10 | - |
| September | 18 | - |
| October | 23 | - |

| | | |
|----------|-----|-----|
| November | 20 | - |
| December | 39 | - |
| Total | 413 | 146 |

Source: PT. Narasindo Tour and Travel 2020-2021

The table above shows that the domestic flight ticket sales figures are from 2020-2021. Based on the table above, it can be seen that in 2020 PT. Narasindo Tour and Travel with a total number of domestic flight ticket sales of 413 tickets, starting from January - December, while in 2021 the total number of domestic flight ticket sales was 146 tickets, the difference between 2020 and 2021 domestic flight ticket sales was 267 tickets. From this data it is known that PT. Narasindo Tour & Travel was unable to achieve the predetermined sales target of 1,800 tickets. This was due to the implementation of PSBB (Large-Scale Social Restrictions) in the context of preventing Covid-19 in April - June 2020, resulting in the elimination of domestic flights. Meanwhile, in the following month, flights resumed operations, but restrictions on the number of passengers remained in effect.

CONCLUSION

Based on the results of the research and discussions carried out, researchers can draw several conclusions as follows. Ticket booking procedure at PT. Narasindo Tour and Travel is carried out via the website via.com. This system has several procedures that can simplify and speed up the ticketing process starting from Request Flight, Booking Ticket, Confirmation of tickets, Issued Tickets to printing tickets. Obstacles in Ticket Sales During the Covid-19 Pandemic at PT. Narasindo Tour And Travel Medan in terms of human resources such as ticketing staff who have not fully mastered the computerized system, booking media such as broken internet connections, system disruptions, and the Covid-19 pandemic. PT. Narasindo Tour and Travel is currently unable to achieve the sales target set at 1,800 tickets per year during the Covid-19 pandemic, of which only 413 tickets were sold in 2020 and 146 tickets in 2021.

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