

# THE INFLUENCE OF SOCIAL MEDIA PROMOTION ON NON-AERONAUTICAL REVENUE AT MINANGKABAU PADANG INTERNATIONAL AIRPORT

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## ABSTRACT

Social media plays a crucial role in promotional efforts to support the increase of non-aeronautical revenue, particularly in the food and beverage sector. This study aims to examine the influence of social media promotion on non-aeronautical revenue at Minangkabau International Airport Padang, with a specific focus on the food and beverage sector. Data were collected using a descriptive quantitative method through questionnaires distributed to 30 respondents. Data analysis involved several statistical tests, including validity, reliability, normality, t-test, and Spearman correlation tests.

The results indicate a positive and significant influence, as evidenced by a t value of 11.165, which is greater than the t table value of 2.045, and a significance level of  $0.000 < 0.05$ . Additionally, the Spearman correlation test showed a very strong relationship between the two variables, with a correlation coefficient of 0.904. These findings affirm that optimizing social media usage can significantly contribute to increasing non-aeronautical revenue at the airport.

Result the study recommends a more targeted and collaborative digital promotion strategy between airport management and tenants to maximize non-aeronautical revenue potential.

**Keywords:** *promotion, social media, non-aeronautical revenue, food and beverage, Minangkabau Airport.*

## INTRODUCTION

Minangkabau International Airport in Padang is one of the main airports in West Sumatra with significant potential for developing non-aeronautical revenue. Data shows that non-aeronautical revenue in July 2023 reached Rp16.4 billion and increased to Rp17.9 billion in July 2024. However, this increase is still considered insignificant. One of the reasons is the change in public behavior post-pandemic, as well as the lack of targeted promotional strategies for the F&B tenants available at the airport. Meanwhile, the consumerist lifestyle of Padang residents in terms of cuisine presents a significant potential that can be maximized.

Social media, as a digital communication and marketing tool, plays a crucial role in quickly and widely introducing products and services. Platforms like Instagram and TikTok have become effective promotional tools due to their ability to reach a larger audience in a short time and engage with consumers interactively. Promotions through social media can enhance the visibility of F&B tenants, change public

perception of food prices and quality at the airport, and encourage purchasing decisions.

However, based on initial observations, social media promotion at Minangkabau International Airport in Padang has not been managed optimally. The lack of promotional content, low posting frequency, and insufficient interaction between the airport's official social media accounts and its followers pose significant challenges. As a result, many F&B tenants have experienced a decline in visitor numbers, despite having high potential if actively and attractively promoted through digital channels.

Based on this background, this study aims to analyze the impact of social media promotions on non-aeronautical revenue in the F&B sector at Minangkabau International Airport in Padang. This study focuses on two main aspects: how social media use directly contributes to F&B tenant revenue, and how social media activities (posting frequency, content type, and user interaction) are related to increased transactions in the sector. This study is expected to provide practical

contributions for airport managers and tenants, as well as serve as an academic reference for developing digital marketing strategies in the aviation environment.

Airports are infrastructure designed to support aircraft operations, including takeoff, landing, and passenger and cargo mobility. According to ICAO Annex 2022 and Law No. 1 of 2009 on Aviation, airports also serve as multimodal transportation hubs equipped with essential and supporting facilities, including commercial areas. Within them, economic activities generate two main types of revenue: aeronautical and non-aeronautical.

Non-aeronautical revenue refers to income derived from activities outside aviation services, such as retail, parking, and food and beverage. According to Anne Graham (2018), non-aeronautical revenue is becoming increasingly important in maintaining the financial sustainability of airports, especially when the number of aircraft movements fluctuates. Dewi Dyah W (2019) also states that business space rental, advertising, ground handling, and other service businesses are part of this type of revenue.

One way to increase non-aeronautical revenue is through effective promotional strategies. Promotion is a marketing communication activity aimed at introducing, persuading, and encouraging consumers to purchase the products or services offered. Freddy Rangkuti (2009) states that promotion plays an important role in creating a positive perception in the minds of consumers. In practice, promotion can be carried out through a promotion mix that includes advertising, personal selling, public relations, sales promotion, direct marketing, and digital marketing.

In today's digital age, promotion through social media has become one of the most relevant strategies. Social media platforms like Instagram and TikTok enable direct interaction with consumers and support the widespread dissemination of visually appealing content. According to Shiefti Dyah Alyusi (2016), social media is also effective in building customer loyalty and creating more personal two-way communication. Dian Prajarini (2021) mentions that social media can increase the effectiveness of promotion through high posting frequency, content that matches the audience's characteristics, and active engagement from followers.

In a business context, social media is not just a communication tool but also a digital marketing strategy that can have a tangible impact on sales performance. This is particularly relevant for the food and beverage sector, which heavily relies on visual imagery and customer reviews.

## Problem Formulation

Based on the above background, the problem formulation in this paper is as follows:

1. How does social media as a promotional medium affect non-aeronautical revenue, particularly food and beverage revenue, at Minangkabau International Airport in Padang?
2. Is there a positive correlation between posting frequency, content type, and user interaction on social media and the increase in non-aeronautical revenue in the food and beverage sector at Minangkabau International Airport in Padang?

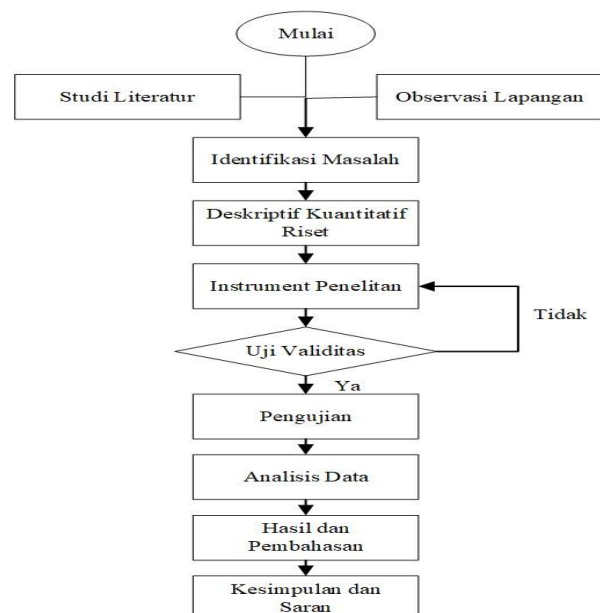
## Research Objectives

In line with the research questions above, the objectives of this study are:

1. To determine the impact of social media as a promotional medium on non-aeronautical revenue, particularly food and beverage revenue, at Minangkabau International Airport in Padang.
2. To determine the positive correlation between social media activity (posting frequency, content type, and user interaction) and increased revenue in the food and beverage sector at Minangkabau International Airport in Padang.

## METHODOLOGY

This quantitative research method is based on positivist philosophy, used to study a specific population or sample, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing the established hypotheses (Sugiyono, 2013:8).



A research variable is an attribute, characteristic, or value of a person, object, or activity that has certain variations determined by the researcher to be studied and then conclusions drawn (Sugiyono, 2013:38). In this study, two types of variables were obtained, namely

social media promotion variables (X) and non-aeronautical revenue variables (Y).



The population in this study consisted of all food and beverage tenants at Minangkabau International Airport in Padang, totaling 30 tenants. The sampling technique used was saturated sampling, as the population size was less than 30.

## Data Collection Techniques

Data collection was carried out in two ways, namely:

1. Primary data was obtained through closed questionnaires
2. Secondary data was obtained from the Financial Report of Minangkabau International Airport in Padang, Law of the Republic of Indonesia No. 7 of 2014 on Trade, 2014, and Regulation of the Minister of Trade of the Republic of Indonesia No. 50 of 2020 on Business Licensing, Advertising, and Supervision, 2018.

## Data Analysis

Data analysis was conducted using SPSS through several stages, namely:

### 1. Validity Test

The validity test was used to measure the validity of a questionnaire (12).

### 2. Reliability Test

The reliability test is an instrument test aimed at determining the consistency level of the questionnaire used by the researcher so that the questionnaire can be relied upon even if the research is conducted repeatedly using the same questionnaire at different times (9).

Koefisien Reliabilitas	Kriteria
>0,9	Sangat Reliabel
0,7 – 0,9	Reliabel
0,4 – 0,7	Cukup Reliabel
0,2 – 0,4	Kurang Reliabel
<0,2	Tidak Reliabel

### 3. Normality Test

The Normality Test is a test used to determine whether the data in the dependent variable in the

regression equation is normally distributed or non-normally distributed (12).

$$T_3 = \frac{1}{D} \left[ \sum_{i=1}^k a_i (X_{n-i+1} - X_i) \right]^2$$

Description:

D = Shapiro Wilk test coefficient

X<sub>n-i+1</sub> = Number n-i+1 in the data

X<sub>i</sub> = Number i in the data

### 4. T-Test

The partial test or t-test is a test of the partial regression coefficient to determine the significance of each independent variable on the dependent variable (13).

$$t = \frac{r \sqrt{n-2}}{\sqrt{1-r^2}}$$

Description:

t = t-test value

r = Pearson correlation coefficient

n = sample size

r<sup>2</sup> = coefficient of determination

### 5. Correlation Test

Spearman's rank correlation is used to find the level of relationship or to test the significance of associative hypotheses when the data for each variable is ordinal and the data sources between variables do not have to be the same (14).

$$r_s = 1 - \frac{6 \sum d^2}{n(n^2 - 1)}$$

Description:

r<sub>s</sub> = Spearman's correlation coefficient

d = Difference between the ranks of two

variables for each data pair

d<sup>2</sup> = Square of the rank difference

n = Number of data pairs (number of samples)

The study was conducted at Minangkabau International Airport in Padang, specifically among F&B tenants located in the terminal area. The research period ran from January to July 2025, coinciding with the researcher's On-the-Job Training activities at the location.

## RESULTS AND DISCUSSION

The respondents in this study were food and beverage tenants at Minangkabau International Airport in Padang. Based on demographic data, the majority of respondents were aged between 20 and 30 years old, namely 25 people (83.3%). The rest were in the 31–40 age range (13.3%) and 41–50 age range (3.4%). This shows that F&B tenant managers are predominantly young entrepreneurs who tend to be familiar with social media as a promotional tool.

USIA	JUMLAH RESPONDEN	PRESENTASE (%)
20-30 TAHUN	25	83,3%
31-40 TAHUN	4	13,3%
41-50 TAHUN	1	3,4%
Total	30	100%

### Social Media Promotion Variable (X)

The questionnaire results for the social media promotion variable showed that all indicators obtained a percentage above 80%, with the highest score of 89.4% on the indicator of ease of access to promotional information through social media. This indicates that the majority of business actors are aware of the importance of social media in conveying information to customers.

PERNYATAAN	TOTAL SKOR	PRESENTASE
X1	132	88%
X2	130	86,6%
X3	127	84,6%
X4	129	86%
X5	134	89,4%
X6	128	85,4%
X7	128	85,4%
X8	128	85,4%

### Non-Aeronautical Revenue Variable (Y)

In terms of non-aeronautical revenue variables, questionnaire scores also showed a high trend. The highest percentage reached 89.4% for the indicator of confidence that social media promotion increases revenue. In general, respondents showed a positive perception of the influence of digital promotion on their business performance.

PERNYATAAN	TOTAL SKOR	PRESENTASE
Y1	133	89,4%
Y2	126	84%
Y3	131	87,4%
Y4	128	85,4%
Y5	128	85,4%
Y6	128	85,4%
Y7	127	84,6%
Y8	128	85,4%

### Classical Assumption Test

The validity test results using Pearson Correlation show that all items in variables X and Y have a calculated  $r$  value  $>$  table  $r$  (0.361), so all items are declared valid and can be used for further analysis.

Variabel	No Item	r hitung	r tabel	Keterangan
Promosi Media Sosial	X1	0,879	0,361	VALID
	X2	0,886	0,361	VALID
	X3	0,756	0,361	VALID
	X4	0,775	0,361	VALID
	X5	0,841	0,361	VALID
	X6	0,786	0,361	VALID
	X7	0,788	0,361	VALID
	X8	0,738	0,361	VALID
Pendapatan Non-Aeronautika	Y1	0,812	0,361	VALID
	Y2	0,783	0,361	VALID
	Y3	0,743	0,361	VALID
	Y4	0,839	0,361	VALID
	Y5	0,754	0,361	VALID
	Y6	0,711	0,361	VALID
	Y7	0,726	0,361	VALID
	Y8	0,754	0,361	VALID

The reliability test showed that Cronbach's Alpha for the social media promotion variable was 0.921 and for non-aeronautical revenue was 0.898. Both were in the reliable category, so the questionnaire was considered consistent and trustworthy.

Variable	Cronbach's Alpha	Keterangan
X	0,921	RELIABEL
Y	0,898	RELIABEL

The Shapiro-Wilk normality test results show that the significance values for both variables are greater than 0.05 (promotion = 0.210; income = 0.325), which means that the data are normally distributed and meet the basic assumptions for statistical analysis.

Tests of Normality			
	Shapiro-Wilk		
	Statistic	df	Sig.
PROMOSI	.954	30	.210
PENDAPATAN	.961	30	.325
*. This is a lower bound of the true significance.			
a. Lilliefors Significance Correction			

### Analysis Results

The Spearman correlation test showed a correlation coefficient of 0.904 with a significance of 0.000. This indicates that there is a very strong and positive relationship between social media promotion and non-aeronautical revenue.

Correlations			
PROMOSI		PROMOSI	PENDAPATAN
	Pearson Correlation	1	.904**
	Sig. (2-tailed)		.000
PENDAPATAN	N	30	30
	Pearson Correlation	.904**	1
	Sig. (2-tailed)	.000	
	N	30	30

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

The t-test results show a calculated t-value of  $11.165 > t$ -table 2.045 and a significance value of  $0.000 < 0.05$ . This proves that social media promotion has a significant effect on increasing non-aeronautical revenue in the food and beverage sector at Minangkabau International Airport in Padang.

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,241	2,436		2,972	0,006
PROMOSI MEDIA SOSIAL	0,784	0,070	0,904	11,165	0,000

a. Dependent Variable: Pendapatan Non-Aeronautika

## DISCUSSION

The results of the study indicate that the use of social media as a promotional medium has a significant effect on non-aeronautical revenue. This is reinforced by the very strong correlation value and significant t-test results. These findings support the promotion theory from (15) that promotion serves as a tool to encourage purchases through information and persuasion.

This study is also in line with the Law of the Republic of Indonesia No. 7 of 2014 on Trade and the Regulation of the Minister of Trade of the Republic of Indonesia No. 50 of 2020 on Business Licensing, Advertising, and Guidance, which encourages businesses to utilize electronic media for promotion. With planned and consistent promotions, F&B tenants in the airport environment can increase their exposure and business competitiveness.

Compared to previous studies such as those by Bayu Arsan and Mombang Sihite (2021), which used marketing mix and word of mouth, this study places greater emphasis on the active role of social media as the primary variable. The focus on digital media has proven to be relevant and has a tangible impact on consumer behavior and the sales performance of airport tenants.

## CLOSING

### Conclusion

- Based on the results of data analysis and discussion, it can be concluded that social media promotion has a positive and significant effect on increasing non-aeronautical revenue in the food and beverage sector at Minangkabau International Airport in Padang. This is evidenced by the t-test results showing a significance level  $< 0.05$  and a Spearman correlation coefficient of 0.904, indicating a very strong relationship between the two variables.
- Social media has proven to be an effective promotional tool for attracting consumer attention, enhancing tenant appeal, and fostering direct interaction with customers. Posting frequency, content quality, and user interaction are important elements that have a significant impact on improving sales performance in the airport F&B sector.

## Suggestions

- Based on the results of the study, it is recommended that the management of Minangkabau International Airport Padang, together with food and beverage tenants, optimize the use of social media as a sustainable promotional medium. Digital marketing strategies should be developed collaboratively, considering creative content, consistent posting frequency, and quick responses to user interactions.
- Additionally, specialized training or mentoring is needed for business operators to enhance their digital literacy and professional social media management skills. With the right strategy, the potential for increasing non-aeronautical revenue through social media can be maximized effectively.

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