

Igniting Determinants Of Tourism Service Purchase Decisions

Candra Hidayat ^{a,1}, Freddy Triono ^{a,2}, Joko Haryono ^{b,3}, 4Eduard Rudolf Pangkerego ^{c,3}

^a Pengelolaan Perhotelan, Institut Pariwisata Trisakti

^bS1 Pariwisata, Institut Pariwisata Trisakti

^cKewirausahaan, Institut Pariwisata Trisakti

¹candra.hidayat@iptrisakti.ac.id, ²freddy.triono@iptrisakti.ac.id, ³joko.haryono@iptrisakti.ac.id, ⁴eduard@iptrisakti.ac.id

* corresponding author

ARTICLE INFO

ABSTRACT

Keywords

Promotion,
Price,
Purchase,
Tourism Services

This research aims to analyze the influence of promotion and price on purchasing decisions for tourism services in Lawangsewu, Semarang. This research uses a quantitative method with regression analysis. In this research, the author used primary data and applied the accident sampling method to obtain a sample size of 95 respondents. This research was analyzed using Partial Least Squares (PLS). The results of the data analysis showed that promotion and price have a significant influence on purchasing decisions for tourism services in Lawangsewu, Semarang. Future researchers who will investigate related issues can use the findings of this study as a guide. This study can also be used as assessment data to help business managers focus more on promotions to facilitate marketing campaigns with a wider audience.

This is an open access article under the [CC-BY-SA](#) license.



1. Introduction

Tourism is a sector with significant potential for boosting a regional economy. With Indonesia's rich natural, cultural, and historical resources, tourism can be a key driver in increasing regional income and creating new jobs. Tourism is a driving force in a country's economic growth (Poli et al. 2023). Tourism not only provides economic benefits but also promotes Indonesia's rich cultural and natural resources internationally. Tourism is one of the largest contributors of foreign exchange in Indonesia (Ayu, 2021). Indonesia, as a developing country with regions with potential tourist attractions, has made tourism a key economic driver with bright prospects (Kuswardani & Yani, 2020). In recent years, Indonesia's tourism industry has experienced rapid growth. Many tourist destinations, such as Bali, Yogyakarta, and Lombok, have become popular with both domestic and international tourists. However, much untapped and underdeveloped tourism potential remains in Indonesia.

Therefore, tourism development is crucial for boosting regional economies and promoting Indonesia's rich cultural and natural resources. Thorough and sustainable planning is essential for tourism development to ensure maximum benefits for communities and the environment. Therefore, tourism research is crucial for understanding the potential and challenges facing tourism development in Indonesia. This research can help identify effective strategies for improving the quality and quantity of tourism in Indonesia, as well as promoting Indonesia's rich cultural and natural resources internationally. Tourist Attraction or tourist attraction is the potential of a destination or tourist attraction that becomes a unique icon that causes tourists to come (Krisnayani et al, 2021).

Lawang Sewu is one of the landmarks of Semarang City located on Jalan Pemuda, Sekayu, Central Semarang. This historic building is more than 100 years old and was originally used as the headquarters of the Dutch East Indies Railway Company. Lawang Sewu has a typical Dutch

architecture with 928 doors and windows, making it look majestic and unique. Some of the tourist attractions that can be enjoyed at Lawang Sewu include: (1) Railway History Diorama: There are dioramas and various historical objects about Indonesian railways. (2) Stained Glass: Stained glass with deep philosophy is one of the favorite photo spots. (3) Basement: A historic basement that was once used as a prison during the Japanese occupation. (4) Photo Spots: Many instagrammable photo spots, such as rows of doors that seem endless and stained glass walls. Lawang Sewu also has an interesting historical story, including being used as a battle location between AMKA youth against the Kempetai and Kidobutai Japan during the Indonesian independence struggle.

A purchasing decision is a consumer's thought process after evaluating several product options and selecting a particular product (Mustabsyirah et al., 2024). Various factors must be considered, not only related to economic needs, but also competition between brands, changing consumer lifestyles, prestige, and satisfying consumer shopping experiences must be considered by producers to continue to provide added value to their customers. The development of people's needs and desires is continuous and timeless. They require an industry capable of fulfilling their desires and needs, because they cannot fulfill them themselves (Setiawan et al., 2024). In marketing a tourist destination, there are several variables that are quite important in determining tourists' decision to visit (Prayogi et al., 2022). Many factors influence tourists' visits or purchasing decisions (tourism services), including promotion and price (entrance tickets).

The first factor that influences purchasing decisions is promotion. One form of promotion is through advertising. Competitive advantage can be maintained through intensive promotion. Consumer characteristics when making a purchase must also be understood. Advertising needs to be implemented because there is a potential for increasing the number of consumers in advertising. The right promotional mix can influence consumer decisions in purchasing. Effective promotion is largely determined by the appropriateness of the promotional form taken. The form of promotion must be appropriate to the conditions of a product being promoted (Indriasari, 2017). The form of promotion must be appropriate to the conditions of a product being promoted (Indriasari, 2017). Online promotion is a marketing strategy that uses digital platforms to increase public awareness and interest in products or services. Here are some effective online promotion methods: (1) Social Media: using platforms such as Facebook, Instagram, Twitter, and LinkedIn to promote products or services. (2) Online Advertising: using paid advertising on platforms such as Google Ads, Facebook Ads, and Instagram Ads to reach the target audience. (3) Email Marketing: sending promotional emails to customers or potential customers to increase awareness and interest. (4) Content Marketing: creating engaging and relevant content to promote products or services, such as blogs, videos, and infographics. (5) Influencer Marketing: collaborating with influencers to promote products or services to target audiences. (6) Search Engine Optimization (SEO): optimizing websites to improve search engine rankings and increase visibility. (7) Video Marketing: using videos to promote products or services, such as product videos, testimonials, and tutorials. By using the right online promotion strategy, businesses can increase public awareness and interest, increase sales, and improve brand reputation. Research results from Nurhayati (2017); Saragih (2021), Setiawan & Fadillah (2023); Jamaludin et al, (2015) state that promotions have a positive and significant effect on the level of purchasing decisions. However, this contradicts previous research from Ibrahim et al. (2025) and Nasution et al., (2019) which stated that promotions do not have a significant effect on purchasing decisions.

The second factor influencing purchasing decisions is price. Price is a crucial consideration when consumers decide to purchase a product. Price is the amount of money or value assigned to a good or service in exchange for the value provided to consumers in exchange for benefits. Price is one of the determining factors in purchasing decisions. Customers will sometimes look for the best price before purchasing. Consumers consider price as the primary consideration before making a purchase. Affordable prices can attract consumers to buy (Ansori & Fatimah, 2022). Research conducted by Sukardi (2021), Setiawan & Suprihadi (2020), Jackson (2013), and Ansori & Fatimah (2022) found that price significantly influences purchasing decisions. However, these results contradict previous research by Mulyana (2021), which stated that price does not significantly influence purchasing decisions.

Based on the ongoing research gap between factors influencing purchasing decisions, namely promotion and price, researchers will conduct this study with a greater emphasis on online promotions, a distinction not seen in previous research. This is what differentiates this study from

those previous studies. On the other hand, the research object differs from previous studies in that this research focuses on historic, former colonial buildings known for their haunted and mysterious nature. This research aims to analyze the influence of online promotions and pricing on purchasing decisions for tourism services in Lawangsewu, Semarang.

Literature Review And Hypothesis Development

Online Promotion and Purchasing Decisions

Online promotion in marketing is defined as persuasion or the one-way delivery of information to encourage individuals and companies to take action that results in an exchange. Promotion is not only a medium of communication between producers and consumers but also has the ability to influence consumer decisions to purchase products (Aisya & Riyadi, 2020). Essentially, promotion is advertising that contains persuasive information so that consumers are encouraged to buy the advertised product. Social media has a significant influence on business progress because creating an account is free, making it the most common promotional and communication tool (Indriasari, 2017). Advertising is a powerful medium when used appropriately. Advertisements convey the same impression and advantages of the advertised product compared to competing products, so that the product can be promoted to a large number of consumers. Advertisements contain messages aimed at consumers, where producers pay for the time and space provided by the media (Br Marbun et al., 2022). Research results from Nurhayati (2017); Saragih (2021), Setiawan & Fadillah (2023); Jamaludin et al., (2015) stated that promotion has a positive and significant effect on the level of purchasing decisions. H1: Promotion has an effect on purchasing decisions.

Price and Purchasing Decisions

Current consumer perception is that price determines a product's quality. Good quality can be supported by high costs, so it's natural for a product's price to be high. Price is one of the elements that influences company activities and serves to create a competitive advantage for the company. Pricing must be able to adapt to environmental conditions and changes, especially during times of increasingly fierce competition or limited demand developments. The price set affects a company's ability to compete, persuade, and influence consumers to purchase the products offered. To be more competitive, companies can consider this by observing and observing competitors' prices as a benchmark for determining the selling price of their products. Research conducted by Setiawan & Suprihadi (2020), Jackson (2013), and Ansori & Fatimah (2022) found that price significantly influences purchasing decisions. H2: Price influences Purchasing Decisions.

2. Method

This research employed a quantitative method with regression analysis to explore correlations between variables. The author used primary data, namely information obtained directly from respondents, as evidenced by their responses to distributed questionnaires. This research uses a quantitative method with regression analysis. In this research, the author used primary data and applied the accident sampling method to obtain a sample size of 95 respondents obtained through questionnaire distribution. The variables identified are as follows: A. The independent variables are: (1) Promotion, with the following indicators: (a) Disseminating information. (b) Selling services. (c) Promotional events. (d) Information that is easy to remember and understand (Gerung et al., 2017). (2) Price, with the following indicators: (a) Price affordability. (b) Price suitability. (c) Price competitiveness. (4) Price according to benefits (Ferdinan & Nugraheni, 2013). B. The dependent variable is the purchasing decision, with the following indicators: (a) Need and desire for a service. (b) Desire to try. (c) Assurance of the quality of a service. (d) Repurchase decision (Pahlevi & Sutopo, 2017). The author employed a modified Likert scale with a score of 1-5.

The collected information was then analyzed using two methods: a measurement (outer) model for validity testing and a reliability test using convergent validity and discriminant validity, as well as comparing the square root of average variance extracted (AVE) values for each variable. Reliability testing was performed using Cronbach's alpha and composite reliability. Data were analyzed using the Partial Least Squares (PLS) approach using SmartPLS software version 3.29. This study uses PLS because PLS can be used to analyze the relationship between one dependent variable and several independent variables. PLS is very useful when : (a) small sample size (PLS

can be used with a relatively small sample size compared to other methods such as multiple linear regression). (b) Many independent variables: PLS can handle many independent variables and identify significant relationships with dependent variables. This study uses a two-sided test

3. Results and Discussion

3.1. Validity Test (Convergent Validity)

The test criteria are considered to have met convergent validity if the outer loading is > 0.70 and the AVE is > 0.50 and the reliability test with composite reliability and Cronbach's alpha. A variable can be considered reliable if each variable has a composite reliability and Cronbach's alpha value > 0.70 .

Table 1. *Outer Loadings Results*

Variable	Indicator	Outer Loadings	Cronbach's Alpha	Composite Reliability	AVE
Promotion	P1_1.1	.726	.895	.932	.677
	Pr_1.2	.906			
	Pr_1.3	.821			
	Pr_1.4	.883			
Price	P_1.1	.843	.873	.925	.638
	P_1.2	.762			
	P_1.3	.829			
	P_1.4	.832			
Purchase Decision	PD_1	.885	.869	.917	.663
	PD_2	.757			
	PD_3	.732			
	PD_4	.887			

^a Source: Primary Data Processed by SmartPLS, 2025

Based on the results in Table 1, the loading factor value for each indicator is greater than 0.70, indicating its reliability in assessing the purchasing decisions of tourism services in Lawangsewu, Semarang. The level of reliability is indicated by the Cronbach's alpha value and the composite reliability value, both of which are greater than 0.70. This indicates that each variable is reliable, and the construct reliability of each indicator varies. Furthermore, since all AVE values are greater than 0.5, indicating in this study meet the criteria for discriminant validity.

3.2. R-Square Test (R^2)

R-Square is used to test how much influence the independent variable has on the dependent variable.

Table 2. *R-Square Results*

	R-Square Adjusted
Purchase Decision	.752

^b.

Source: Primary Data Processed by SmartPLS, 2025

Based on table 2, the *R-Square Adjusted* value of the purchasing decision of tourism services in Lawangsewu Semarang is 0.752, this means that the purchasing decision of tourism services in Lawangsewu Semarang is influenced by price aspects, promotion by 75,2%, the remaining 24,8% is influenced by other factors outside this research. Adjusted R Square is used for several reasons: (1) Addressing the problem of overfitting: R Square can be artificially inflated when additional independent variables are added to the model, even if those variables have no significant relationship with the dependent variable. Adjusted R Square helps address this problem by taking into account the number of independent variables and the sample size. (2) Measuring the proportion of explained variance: Adjusted R Square provides a more accurate estimate of the proportion of variance in the dependent variable explained by the independent variables in the population, not just in the sample.

(3) Comparing models: Adjusted R Square allows comparisons between different models with different numbers of independent variables, thus aiding in selecting the most appropriate model.

3.3. Coefficient Test

The hypothesis is said to be accepted if t-statistics > t-table or p-values < 0.05.

Table 3. Coefficient Test Results

	Original Sample (O)	Sample Mean(M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P-Values
Promotion → Purchase Decision	.619	.621	.170	3.601	.001
Price → Purchase Decision	.575	.578	.157	3.853	.000

^c Source: Primary Data Processed by SmartPLS, 2025

Based on Table 3, Promotion obtained a t-statistic of 3.601, greater than the t-table (1,96), and a p-value of 0.001, less than 0.05. It can be concluded that promotion has a significant influence on purchasing decisions for tourism services in Lawangsewu, Semarang. Therefore, H1 is accepted. Price obtained a t-statistic of 3.853, higher than the t-table (1,96), and a p-value of 0.000, less than 0.05. Therefore, it is concluded that price has a significant influence on purchasing decisions for tourism services in Lawangsewu, Semarang. Therefore, H2 is accepted.

Discussion

The Influence of Promotion on Purchasing Decisions

The Influence of Online Promotion on Purchasing Decisions

Based on data analysis, online promotion significantly influences purchasing decisions for tourism services in Lawangsewu, Semarang. This means that consumers will choose tourism services with good promotions. One promotional tool that can be utilized is social media. Companies must also understand consumer characteristics when making a purchase. Advertising is necessary because there is a potential for increasing consumer engagement. The right promotional mix can influence consumer purchasing decisions. Effective promotion is largely determined by the appropriateness of the promotional format. The promotional format must be appropriate to the product being promoted (Indriasari, 2017). An attractive promotion will increase consumer interest, making it easier for people to evaluate before deciding to purchase. This research finding aligns with studies by Wulandari & Utami (2019), Nurhayati (2017); Saragih (2021); Setiawan & Fadillah (2023); Sari & Suyuthie (2020) and Jamaludin et al. (2015), which found that promotion has a positive and significant effect on purchasing decisions. However, this contradicts previous research by Ibrahim et al. (2025) and Nasution et al., (2019) stated that promotions do not significantly influence purchasing decisions.

The Influence of Price on Purchasing Decisions

Based on data analysis, price significantly influences purchasing decisions for tourism services in Lawangsewu, Semarang. These results indicate that the price determined during the purchasing process helps consumers make purchasing decisions. This research aligns with research by Pamungkas & Hamzah (2025), Adveni & Samar (2024), Syaiful et al. (2024), Jackson (2013); Ansori & Fatimah (2022); Maulidini & Khalid (2023), Sari (2020), Wulandari & Utami (2019) and Setiawan & Suprihhadi (2020) that found price significantly influences purchasing decisions. However, this study contradicts previous research by Mulyana (2021), which stated that price does not significantly influence purchasing decisions.

4. Conclusion

Based on the research and data analysis, it was concluded that promotion and price significantly influence purchasing decisions for tourism services in Lawangsewu, Semarang. Purchasing decisions were influenced by promotion and price by 75,2%, while the remaining 24,8% were influenced by factors outside of this study. The results of this research can be used as evaluation

material for company management to focus more attention on promotions to facilitate broader marketing reach.

The practical implications of this research are: (1) Effective marketing: Lawangsewu Semarang management needs to consider effective promotional strategies to increase visitor awareness and interest. Promotion can be done through social media, online advertising, and collaboration with travel agents. (2) Competitive pricing: Lawangsewu Semarang management needs to set competitive prices that reflect the value offered to visitors. Competitive prices can increase the attractiveness of Lawangsewu Semarang as a tourist destination. (3) Developing tour packages: Lawangsewu Semarang management can develop attractive tour packages and competitive prices to increase sales and enhance the visitor experience. (4) Improving service quality: Lawangsewu Semarang management needs to improve service quality to increase visitor satisfaction and increase the likelihood of visitors returning. (5) Monitoring and evaluation: Lawangsewu Semarang management needs to conduct regular monitoring and evaluation to determine the effectiveness of the promotional and pricing strategies used. Thus, Lawangsewu Semarang management can increase the number of visitors and increase revenue from tourism.

References

- [1] Adveni, L. V., & Samar, Y. A. (2024). Harga Tiket Masuk Terhadap Keputusan Berkunjung Wisatawan Di Jakarta Aquarium & Safari. *Jurnal Sains Terapan Pariwisata*, 9(2), 127–136. <https://doi.org/10.56743/jstp.v9i3.391>
- [2] Ayu, J. P. (2021). Pengaruh Pemasaran Digital dan Citra Destinasi Terhadap Keputusan Berkunjung Pada Wisata Bahari di Kepulauan Seribu. *Jurnal Ilmiah Pariwisata*, 26(3), 223–232.
- [3] Baithal, M., Zigari, M., Malik, A. J., & Marjiana, V. (2023). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Di Kota Makassar. *JIMBI: Jurnal Ilmiah Manajemen Dan Bisnis*, 4(2), 171–182. <https://doi.org/10.31289/jimbi.v4i2.1727>
- [4] Cahyani, F. G., & Sitohang, S. (2016). Pengaruh Kualitas Layanan Dan Harga Terhadap Kepuasan Konsumen. *Jurnal Ilmu Dan Riset Manajemen*, 5(3), 1–19. <https://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/527>
- [5] Ferdinan, CE. & Nugraheni, R. (2013). Analisis Pengaruh Persepsi Harga, Persepsi Kualitas Produk, Dan Promosi Terhadap Keputusan Pembelian Sepeda Motor Suzuki (Studi Pada Pembeli – Pengguna Sepeda Motor Suzuki di Kota Solo)," *Diponegoro Journal of Management*. 2(2). 115-122,
- [6] Gerung, CJ., Loindong, JSS. & Januar, B. (2017). Kualitas Produk, Harga dan Promosi Terhadap Keputusan Pembelian Mobil Nissan X-Trail pada PT. Wahana Wirawan Manado. *Jurnal EMBA*. 5(2), 2221- 2229
- [7] Krisnayani, N. K., Liestiandre, H. K., & Pranjaya, I. G. P. A. (2021). Pengaruh Media Sosial Dan Daya Tarik Wisata Terhadap Keputusan Berkunjung Wisatawan Domestik Di Pantai Melasti, Bali. *Jurnal Kepariwisata*, 20(2), 134–143. <https://doi.org/10.52352/jpar.v20i2.496>
- [8] Kuswardani, D. & Yani, TE. (2020). Model Keputusan Berkunjung Pada Obyek Wisata Di Kota Semarang. *Jurnal Industri Pariwisata*, 2(2), 130–143. <https://doi.org/10.36441/pariwisata.v2i2.39>
- [9] Maulidini, S. & Khalid, J. (2023). The Effect of Tourist Attraction, Social Media, and Price Perceptions on the Decision to Visit in Bogor. *Indonesian Journal of Business Analytics*, 3(2), 231–248. <https://doi.org/10.55927/ijba.v3i2.3692>
- [10] Pahlevi, AS. & Sutopo, S. (2017). Analisis Pengaruh Persepsi Harga, Promosi, Desain Produk, Dan Kualitas Produk Terhadap Keputusan Pembelian Sepeda Motor Matic (Studi Pada Yamaha Mataram Sakti Semarang), *Diponegoro Journal of Management*. 6(1). 265-277
- [11] Pamungkas, RSN. & Hamzah, F. (2025). Pengaruh Harga, Fasilitas dan Aksesibilitas terhadap Keputusan Berkunjung Wisatawan ke Destinasi Wisata Gunung Puntang. *Jurnal Ekonomi, Manajemen Pariwisata dan Perhotelan*. 4(3). 552-564
- [12] Poli, P. Y. C., Lopian, S. L. H. V. J., Loindong, S. S. (2023). The Effect Of Tourism Attraction And Facilities On The Decision To Visit Intourist Object Kasih Kanonang Hill. *Jurnal EMBA*. 11(1). 821-832.

- [13] Polla, F. C., Mananeke, L., & Taroreh, R. N. (2018). Analisis Pengaruh Harga, Promosi, Lokasi Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada PT. Indomaret Manado Unit Jalan Sea. *EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 6(4), 3068–3077. <https://doi.org/10.35794/emba.v6i4.21224>
- [14] Prayogi, B., Dalimunthe, F. I., & Tondang, B. (2022). Pengaruh Daya Tarik Wisata, Electronic Word of Mouth, Dan Citra Destinasi Wisata Terhadap Keputusan Berkunjung Wisatawan Ke Desa Wisata Lubuk Kertang, Kabupaten Langkat. *Jurnal Darma Agung*, 30(3), 1214. <https://doi.org/10.46930/ojsuda.v30i3.2903>
- [15] Sari, VFS. (2020). Pengaruh Harga Tiket Dan Fasilitas Terhadap Keputusan Berkunjung Ke Obyek Wisata Ubalan Waterpark Pacet Mojokerto. *Jurnal Pendidikan Tata Niaga (JPTN)*. 08(01). 723-729
- [16] Sari, F. & Suyuthie, H. (2020). Pengaruh Promosi Terhadap Keputusan Berkunjung Wisatawan Ke Objek Wisata Green House Lezatta Kabupaten Agam. *Jurnal Kajian Pariwisata Dan Bisnis Perhotelan*. 1(2). 72-76. DOI:10.24036/jkpbp.v1i2.6772
- [17] Setiawan, W., & Suprihadi, H. (2020). Pengaruh Harga, Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Mobil Toyota All New Kijang Innova Reborn. *Jurnal Ilmu Dan Riset Manajemen*, 8(11), 1–17. <https://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/2603>
- [18] Simanihuruk, P., Prahendratno, A., Tamba, D., Sagala, R., Ahada, R., Purba, M. L. B., & Rachman, S. H. (2023). Memahami Perilaku Konsumen: Strategi Pemasaran Yang Efektif Pada Era Digital. Jambi: PT. Sonpedia Publishing Indonesia.
- [19] Sukardi. (2021). Pengaruh Daya Tarik, Harga, dan Fasilitas Terhadap Keputusan Berkunjung di Objek Wisata Pantai Lungkak Kecamatan Keruak Kabupaten Lombok Timur. Universitas Muhammadiyah Mataram, 1–31. <http://www.bphn.go.id/data/documents/94pp018.pdf>
- [20] Syaiful, F., Neswardi, S., & Nadra, A. (2024). Pengaruh Harga Tiket Masuk Terhadap Keputusan Berkunjung Pada Objek Wisata Pulau Pimpiang Alahan Panjang. *Journal of Applied Tourism Studies*, 1(1), 10-16. Retrieved from <http://ejournal2.pnp.ac.id/index.php/Jatours/article/view/1685>
- [21] Wulandari, E. & Utami, AR. (2019). Pengaruh Harga, Promosi dan Atraksi Wisata terhadap Keputusan Pembelian Tiket Universal Studio Singapore. *Management & Accounting*. 2(1). 65-72