

# The Influence of Tour Packages and Service Quality on Tourist Satisfaction Through Purchase Decisions as a Mediating Variable at Munajad Wisata Tour and Travel, Bandar Lampung

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**Keyword:** *tour packages; service quality; purchase decisions; tourist satisfaction; travel agency; PLS-SEM.*

**Abstract:** *Intensifying competition in the tourism travel service industry requires agencies to improve tour package quality and service delivery to sustain customer purchase decisions and satisfaction. This study examines the effects of tour packages and service quality on purchase decisions and tourist satisfaction at Munajad Wisata Tour and Travel in Bandar Lampung, while also assessing the mediating role of purchase decisions. A quantitative survey was conducted with 385 respondents selected through purposive sampling, and the proposed relationships were analyzed using Partial Least Squares–Structural Equation Modeling. The results show that tour packages and service quality positively influence purchase decisions and tourist satisfaction. Purchase decisions also exert a positive effect on tourist satisfaction and significantly mediate the relationships between tour packages, service quality, and satisfaction. These findings indicate that customer satisfaction is shaped through both direct service evaluations and the purchasing process. The study contributes to tourism marketing research by demonstrating the central role of purchase decisions in translating package and service attributes into tourist satisfaction. Managerially, travel agencies should strengthen package relevance, service reliability, and customer experience to improve both conversion and satisfaction.*

## INTRODUCTION

Indonesia's tourism industry has experienced rapid growth, as evidenced by the increasing diversity of tourist destinations, ranging from natural attractions, cultural tourism, historical sites, to culinary tourism. These attractions have successfully drawn the interest of both domestic and international tourists while contributing significantly as a leading sector of the national economy and a source of foreign exchange earnings. Tourism can be defined as a temporary journey from one place to another, undertaken individually

or in groups, with the aim of achieving balance and happiness in social, cultural, natural, and scientific dimensions (Riani, 2021).

Tourism activities serve not only as a means of recreation but also as a medium for education and cultural preservation that contributes to improving community welfare. Therefore, tourism development should be carried out sustainably while maintaining a balance among economic, social, and environmental aspects.

**Table 1. Domestic and International Tourist Travel, 2022–2024**

| Year | Domestic Tourists | Growth (%) | International Tourists | Growth (%) |
|------|-------------------|------------|------------------------|------------|
| 2022 | 90,501,668        | –          | 5,512,462              | –          |
| 2023 | 95,842,377        | 5.90%      | 10,467,981             | 89.90%     |
| 2024 | 101,230,554       | 5.62%      | 14,287,459             | 36.49%     |

*Note: Domestic Tourists = Domestic Tourist Trips; International Tourists = International Tourist Arrivals*

Source: Statistics Indonesia (BPS), <https://www.bps.go.id>.

Based on Table 1, the number of domestic and international tourist trips in Indonesia increased from 2022 to 2024. In 2022, the number of domestic tourist trips was recorded at 90,501,668, while international tourist arrivals reached 5,512,462, serving as the baseline year. In 2023, domestic tourist trips increased to 95,842,377, representing a growth rate of 5.90%, while international tourist arrivals rose significantly to 10,467,981, reflecting a growth rate of 89.90%. This upward trend continued in 2024, with domestic tourist trips reaching 101,230,554, an increase of 5.62%, while international tourist arrivals climbed to 14,287,459, representing a growth rate of 36.49%. These figures indicate that the recovery and growth of the tourism sector, particularly in terms of international tourist arrivals, have been stronger than those of domestic tourism.

**Table 2. Number of Tour Package Purchasers Through Tour and Travel Agencies in Bandar Lampung City, 2022–2024**

| Year | Domestic Tour Packages | Growth (%) | International Tour Packages | Growth (%) |
|------|------------------------|------------|-----------------------------|------------|
| 2022 | 18,542                 | –          | 1,276                       | –          |
| 2023 | 22,310                 | 20.32%     | 1,954                       | 53.13%     |
| 2024 | 22,310                 | 0.00%      | 2,637                       | 34.95%     |

Source: Association of the Indonesian Tours and Travel Agencies (ASITA) Lampung Province and the Bandar Lampung City Tourism Office, 2025 (processed data).

Based on Table 2, the number of purchasers of domestic tour packages through tour and travel agencies in Bandar Lampung City increased from 18,542 people in 2022 to 22,310 people in 2023, representing a growth rate of 20.32%. However, in 2024, the number did not increase and remained at 22,310 people, resulting in a growth rate of 0.00%. Meanwhile, purchases of international tour packages experienced a more substantial increase, rising from 1,276 people in 2022 to 1,954 people in 2023, reflecting a growth rate of 53.13%, and further increasing to 2,637 people in 2024, with a growth rate of 34.95%. These figures indicate that public interest in using travel services, particularly for international travel, has continued to grow more rapidly than for domestic tourism.

The presence of tour and travel agencies facilitates tourists in planning their trips, ranging from transportation ticket reservations and accommodation arrangements to the development of tour packages tailored to their needs. Through these services, tourists can enjoy travel experiences that are more practical, efficient, and well-organized. Competition within the travel industry in

Bandar Lampung City demonstrates that the market share of each travel agency varies depending on service segmentation, service quality, and marketing strategies. Large-scale travel agencies tend to dominate the market, whereas Munajad Wisata Tour & Travel possesses a competitive advantage through its extensive service coverage reaching both national and international markets, as well as its diverse customer segments.

Although emphasizing comfort and premium facilities, Munajad Wisata Tour & Travel offers tour packages at relatively higher prices compared to other travel agencies in Bandar Lampung City. The company sets higher prices for both domestic and international tour packages as part of its premium-branding strategy, supported by more comprehensive services and facilities. Nevertheless, the company continues to face challenges in maintaining consistent service quality, as evidenced by discrepancies between tourists' expectations and actual experiences, including schedule delays, insufficiently clear information, and tour guides who are perceived as less communicative (Interview with customers of Munajad Wisata Tour & Travel, October 6, 2025).

The wide range of tour packages offered by Munajad Wisata Tour & Travel reflects extensive service diversification designed to accommodate the needs of various consumer segments. In contrast to the studies conducted by Sektiya (2024) and Fredrik (2022), which primarily focused on tour package development strategies and management at a larger scale, Munajad Wisata adopts a more adaptive approach to the local market by providing flexible tour packages tailored to customer requirements. This condition reveals an empirical gap, namely the limited number of studies examining the practical implementation of tour packages at the local level. Based on the foregoing discussion, tour packages and service quality at Munajad Wisata Tour & Travel play a crucial role in shaping purchase decisions and tourist satisfaction. The availability of tour packages that meet customer needs, together with the quality of services provided, constitutes the primary factors influencing consumer experiences and preferences. Therefore, this study is entitled: **“The Influence of Tour Packages and Service Quality on Tourist Satisfaction Through Purchase Decisions as a Mediating Variable at Munajad Wisata Tour and Travel, Bandar Lampung.”**

## THEORETICAL FOUNDATION

### Tour Packages

Tour packages are one of the primary products in the tourism industry, designed to provide convenience, efficiency, and a comprehensive travel experience for tourists. According to Yoeti (2020), a tour package is a combination of various travel components, such as transportation, accommodation, meals, destination entrance tickets, and tour guide services, offered as a single package at a unified price.

### Service Quality

Service quality is one of the most important indicators for a company. The quality of services provided can determine whether a company will grow and remain competitive. High service quality also reflects the company's image, as customers' perceptions of a company—whether positive or negative largely depend on the quality of service they receive.

### Purchase Decision

A purchase decision represents the final stage of the consumer decision-making process after passing through several stages, including need recognition, information search, evaluation of alternatives, and value consideration. According to Kotler and Keller (2022), a purchase decision

is the actual action taken by consumers in selecting a product or service from various available alternatives based on the information they possess, their perceived needs, and personal preferences.

### **Tourist Satisfaction**

Customer satisfaction refers to an individual's level of feeling resulting from the evaluation of the comparison between the performance of a product or service and the expectations held prior to its use. According to Peter and Olson (2020), consumer satisfaction is one of the most fundamental concepts in marketing thought and consumer research.

### **RESEARCH METHODOLOGY**

This study employed a quantitative research approach. The data sources used in this research were divided into two categories: primary and secondary data. Primary data were obtained directly from respondents who had been selected as research samples. Therefore, the primary data consisted of questionnaires completed by tourists who actively used the services of Munajad Wisata Tour and Travel. The population of this study comprised all tourists who used the services of Munajad Wisata Tour and Travel in 2024, totaling 1,150 customers. To maintain the focus and consistency of the research, the population was limited to tourists residing within Lampung Province.

The sampling technique employed in this study was non-probability sampling, a technique that does not provide an equal opportunity for every member of the population to be selected as a sample. Specifically, purposive sampling was used, which is a sampling method based on predetermined criteria aligned with the objectives of the research (Sugiyono, 2020). Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS version 4.0.

### **RESULTS AND DISCUSSION**

**Table 3. Hypothesis Testing Results**

| <b>Hypothesis</b>                                           | <b>Original Sample (O)</b> | <b>T-Statistics</b> | <b>p-Value (Sig.)</b> |
|-------------------------------------------------------------|----------------------------|---------------------|-----------------------|
| Tour Packages → Purchase Decisions                          | 0.193                      | 6.381               | 0.000                 |
| Service Quality → Purchase Decisions                        | 0.814                      | 33.372              | 0.000                 |
| Tour Packages → Tourist Satisfaction                        | 1.048                      | 61.507              | 0.000                 |
| Service Quality → Tourist Satisfaction                      | 0.145                      | 4.062               | 0.000                 |
| Purchase Decisions → Tourist Satisfaction                   | 0.222                      | 4.563               | 0.000                 |
| Tour Packages → Purchase Decisions → Tourist Satisfaction   | 0.183                      | 4.705               | 0.000                 |
| Service Quality → Purchase Decisions → Tourist Satisfaction | 0.043                      | 3.261               | 0.001                 |

Source: Primary data processed using SmartPLS Version 4.0.

### **The Influence of Tour Packages on Purchase Decisions**

The results of the hypothesis testing indicate that tour packages have a positive and significant effect on purchase decisions at Munajad Wisata Tour and Travel Bandar Lampung. This finding suggests that the more favorable tourists' perceptions of the tour packages offered, the greater their tendency to make purchase decisions through Munajad Wisata Tour and Travel Bandar Lampung. The results also indicate that tour packages continue to play a role in shaping purchase decisions, although they are not the most dominant factor in the research model.

These findings are consistent with the study conducted by Dewi and Purnomo (2022), which demonstrated that tourism facilities, promotions, and pricing as components of tour packages influence visitor satisfaction. The study explained that well-designed tour packages can create satisfying experiences for tourists because the services received are aligned with consumer expectations.

### **The Influence of Service Quality on Purchase Decisions**

The results of the hypothesis testing reveal that service quality has a positive and significant effect on purchase decisions at Munajad Wisata Tour and Travel Bandar Lampung. This finding indicates that the better the quality of service provided, the greater the likelihood that tourists will make purchase decisions. The positive relationship implies that improvements in service quality will be accompanied by an increase in purchase decisions. Conversely, a decline in service quality may reduce tourists' willingness to choose and purchase tour packages. These findings are in line with the study by Hussain et al. (2023), which found that service quality in the tourism sector can create positive perceptions of service providers and enhance consumers' confidence in using the services offered. The study further explained that high quality service provides tourists with comfort and trust, thereby encouraging purchasing behavior.

### **The Influence of Tour Packages on Tourist Satisfaction**

The hypothesis testing results indicate that tour packages have a positive and significant effect on tourist satisfaction at Munajad Wisata Tour and Travel Bandar Lampung. This finding suggests that the better the tour packages offered, the higher the level of satisfaction experienced by tourists after participating in the tour. The results indicate that tourist satisfaction is influenced not only by experiences during the trip but also by the quality of the tour packages designed and offered by the company. This occurs because tour packages constitute the primary product that tourists directly experience, utilize, and evaluate throughout their journey.

These findings are consistent with the study by Tran and Nguyen (2021), which found that the quality of tour packages, reflected in price suitability, facility completeness, itinerary quality, and information clarity, positively influences tourist satisfaction. The study explained that tourists tend to be satisfied when the tour packages received provide benefits that meet their expectations.

### **The Influence of Service Quality on Tourist Satisfaction**

The hypothesis testing results reveal that service quality has a positive and significant effect on tourist satisfaction at Munajad Wisata Tour and Travel Bandar Lampung. This finding indicates that the higher the quality of service provided, the greater the level of tourist satisfaction. These findings are consistent with the study conducted by Zhang, Wu, and Mattila (2021), which found that service quality positively affects tourist satisfaction through the dimensions of responsiveness, reliability, and assurance. Similarly, Kiatkawsin and Han (2019) identified service quality as one of the key determinants of tourist satisfaction.

### **The Influence of Purchase Decisions on Tourist Satisfaction**

The results of the hypothesis testing indicate that purchase decisions have a positive and significant effect on tourist satisfaction at Munajad Wisata Tour and Travel Bandar Lampung. This finding suggests that the stronger tourists' decisions to select and purchase the tour packages offered, the higher their level of satisfaction after participating in the tour. These findings are consistent with the study by Dwiyantri (2022), which stated that purchase decisions play an

important role in enhancing customer satisfaction. Purchase decisions reflect consumers' acceptance of the quality of services and value offered by a company. Likewise, Fitriana and Chadhiq (2022) found that purchase decisions positively influence consumer satisfaction. Consumers who feel confident in their purchasing decisions tend to experience higher satisfaction because the selected products or services are perceived as meeting their needs and expectations.

### **The Influence of Tour Packages on Tourist Satisfaction Through Purchase Decisions**

The hypothesis testing results show that tour packages, through purchase decisions, have a positive and significant effect on tourist satisfaction at Munajad Wisata Tour and Travel Bandar Lampung. These findings indicate that purchase decisions successfully mediate the relationship between tour packages and tourist satisfaction. This result is consistent with the study by Jenissari et al. (2023), which demonstrated that destination attributes, including facilities, attractions, and tourism experiences, significantly influence the formation of memorable tourist experiences and tourist satisfaction. The study emphasized that positive tourism experiences contribute to satisfaction, which subsequently encourages behavioral intentions, including decisions to revisit.

### **The Influence of Service Quality on Tourist Satisfaction Through Purchase Decisions**

The hypothesis testing results indicate that service quality, through purchase decisions, has a positive and significant effect on tourist satisfaction at Munajad Wisata Tour and Travel Bandar Lampung. These findings suggest that service quality has an indirect positive relationship with tourist satisfaction through purchase decisions. These results are consistent with the study by Indriyati et al. (2024), which found that digital service quality significantly influences consumer satisfaction and subsequently affects purchase decisions on Online Travel Agent (OTA) platforms.

## **CONCLUSION**

Based on the results of the data analysis and discussion regarding the influence of tour packages and service quality on tourist satisfaction through purchase decisions as a mediating variable at Munajad Wisata Tour and Travel Bandar Lampung, the conclusions of this study are as follows:

1. Tour packages and service quality have a significant effect on purchase decisions at Munajad Wisata Tour and Travel Bandar Lampung. The findings indicate that both variables contribute to enhancing tourists' purchase decisions; however, service quality exerts a stronger influence than tour packages. This suggests that, in addition to considering the quality of the tour packages offered, tourists place substantial importance on the quality of service provided by the company when making purchase decisions.
2. Tour packages and service quality have a significant effect on tourist satisfaction at Munajad Wisata Tour and Travel Bandar Lampung. This indicates that tourist satisfaction is influenced by the quality of tour packages, which provide travel experiences that meet tourists' expectations, as well as by the quality of service delivered throughout the service process and the tour itself. The better the tour packages and service quality perceived by tourists, the higher the level of satisfaction that is achieved.
3. Purchase decisions have a significant effect on tourist satisfaction at Munajad Wisata Tour and Travel Bandar Lampung. This finding suggests that tourists who are confident and assured in selecting tour packages tend to experience higher levels of satisfaction after participating in the tour. Appropriate purchase decisions reflect the alignment between tourists' needs and the services selected, thereby enhancing tourist satisfaction.

4. Purchase decisions mediate the influence of tour packages and service quality on tourist satisfaction at Munajad Wisata Tour and Travel Bandar Lampung. The results demonstrate that tour packages and service quality not only have direct effects on tourist satisfaction but also exert indirect effects through purchase decisions as a mediating variable. These findings indicate that the better the tour packages and service quality provided, the stronger tourists' decisions to make a purchase, which ultimately contributes to higher levels of tourist satisfaction following their travel experience.

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