

## Optimizing Promotion and Service Quality in Influencing Purchase Decisions in the Tourism Sector: A Study on Wuki Travel Jogja

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### Abstract

Wuki Travel Jogja is a travel agency offering tourism products with a "trip as friends" concept, aiming to create a friendly and personalized travel experience. This study investigates the effects of promotion and service quality on purchase decisions for tourism products at Wuki Travel Jogja. Using a quantitative approach, data were collected through questionnaires from 100 respondents who had utilized Wuki Travel Jogja's services. Instrument testing included validity and reliability tests, and data analysis was conducted using t-tests, f-tests, multiple linear regression, and coefficient determination. The findings reveal that promotion and service quality together have a positive and significant effect on purchase decisions, with an F-test result showing  $F_{\text{calculated}} > F_{\text{table}}$  ( $174.349 > 3.090$ ). However, promotion alone was found to be the more dominant factor (coefficient 0.897), while service quality was not significant on its own ( $p\text{-value} = 0.882$ ). These results suggest that enhancing promotional strategies could be more impactful for attracting initial customers, whereas service quality may play a more critical role in encouraging repeat purchases and customer retention. This insight can guide tourism businesses in developing targeted marketing and service improvement strategies to increase customer engagement and loyalty.

**Keywords:** Promotion; service quality; purchase decision; tourism products; Wuki Travel Jogja

### A. INTRODUCTION

Tourism is one of the rapidly growing service industries and plays a significant role in supporting economic development in many countries, including Indonesia. The tourism sector has the potential to become one of the largest sources of national revenue, encouraging local communities to actively participate in the development of tourism (Louise et al, 2022; Zarkasyi et al., 2021).

Table 1

Target Graph 2020-2024 and Realization 2020-2023 GDP Contribution Tourism			
Year	Target Tourism GDP Contribution (%)		Actual Tourism GDP Contribution (%)
2020	4.0%		2.23%
2021	2.4%		2.3%
2022	3.6%		3.6%**
2023	4.1%		3.9%*
2024	4.5%		-

Source: bankdata.kemenparekraf.go.id

According to recent data (table 1) from Indonesia's Ministry of Tourism and Creative Economy, the tourism sector's contribution to Indonesia's Gross Domestic Product (GDP) has shown an increase from 2020 to 2023. Although the tourism GDP contribution in 2023 reached 3.90%, falling slightly short of the target of 4.1%, this represents a significant growth of 8.3% compared to the 3.6% achieved in 2022. This trend illustrates the sector's ongoing recovery and its substantial role in supporting national economic recovery in the post-COVID-19 era.

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The tourism industry encompasses various interconnected services, including travel agencies, airlines, accommodation providers, and tour operators, which work synergistically to create memorable travel experiences for tourists (Lambulira & BELLO, 2022; Wu et al., 2023). Amid increasingly fierce competition, tourism companies are compelled to deliver unique and high-quality services to attract consumer attention. Promotion, as part of marketing strategy, plays a critical role in communicating the benefits of tourism products and persuading consumers to make purchasing decisions (Hassan et al., 2018; Kotler & Armstrong, 2021). In today's highly competitive market, promotion serves as a primary tool for highlighting product advantages and differentiating a company's offerings from its competitors (Wanjiku et al., 2022).

In addition to promotion, service quality is a crucial factor in shaping customer satisfaction and loyalty in the tourism sector (Hadi et al., 2019). Service quality reflects a company's ability to meet or exceed customer expectations through reliable and responsive service (Sureshchandar et al., 2002). As explained by Monferrer et al (2019), high-quality service can enhance customer satisfaction, which in turn encourages repeat purchases and generates positive word-of-mouth recommendations. As consumer demand for fulfilling travel experiences grows, companies in the tourism sector must consistently provide the best services to foster long-term relationships with customers (Hadi et al., 2019).

Wuki Travel Jogja is one company that actively engages in promotional activities and strives to maintain high service quality. This travel agency offers a variety of trips, such as private trips, open trips, and honeymoon packages, with a "trip as friends" concept designed to foster warm and friendly connections between guides and tour participants. Through intensive social media promotion, Wuki Travel Jogja aims to attract potential customers and differentiate its services from competitors. Additionally, the company focuses on enhancing service quality by employing friendly and professional staff to create memorable travel experiences for customers.

In the context of the importance of promotion and service quality, this study aims to analyze the influence of these two factors on purchasing decisions for tourism products at Wuki Travel Jogja. Specifically, this research seeks to identify whether promotion and service quality affect consumer purchasing decisions simultaneously and partially, and to determine which factor is more dominant. Through this study, it is hoped that insights will be gained regarding the most effective strategies for increasing customer satisfaction and supporting sustainable business growth in the tourism industry.

## Literature Review

### Promotion in Tourism

Promotion is a critical element in the tourism industry, used by companies to communicate the benefits of their services and products to potential customers. Kotler & Armstrong (1997) describe promotion as activities aimed at informing, persuading, and reminding consumers about the products a company offers. Promotion is essential for reaching a broad audience and encouraging customers to take action, such as making a purchase. In tourism, promotion can take many forms, including advertising, personal selling, sales promotions, and digital marketing strategies (Damayanti & Rasyid, 2022). These efforts not only increase consumer awareness but also build a brand image that differentiates a company's offerings from those of its competitors (Hoyer & Brown, 1990; Page & Lepkowska-White, 2002). By implementing promotional strategies that effectively communicate the unique benefits of tourism services, companies can drive consumer interest and increase their market share (Afifi et al., 2024).

The effectiveness of promotion in tourism is supported by research showing a positive correlation between promotional activities and consumer purchase intentions. According to Hassan et al. (2018), well-designed promotional campaigns help customers understand the unique selling points of tourism products, thereby fostering a desire to experience these offerings. Moreover, Wanjiku et al. (2022)

emphasize that tourism businesses should use integrated marketing communication to reinforce their promotional messages across multiple platforms, ensuring consistency and greater consumer impact. The role of social media in promotion has also become increasingly prominent, as it allows for real-time interaction with consumers and enables businesses to reach a larger audience with relatively low costs (Wu et al., 2023). For instance, social media promotions and influencer marketing have proven effective in capturing the attention of potential tourists by showcasing travel destinations and services in engaging ways (Louise et al., 2022).

### **Service Quality in Tourism**

Service quality is another crucial factor in the tourism industry, as it directly impacts customer satisfaction and loyalty. Tjiptono (2015) defines service quality as the degree to which a service meets or exceeds customer expectations. In the context of tourism, service quality encompasses various dimensions, such as reliability, responsiveness, assurance, empathy, and tangibles (Sureshchandar et al., 2002). Each of these dimensions plays a role in shaping the customer experience, which is essential for attracting repeat business and generating positive word-of-mouth recommendations. Service quality in tourism goes beyond delivering the promised service; it involves creating memorable experiences that meet the unique needs of each customer (Hadi et al., 2019).

Several studies highlight the importance of service quality in influencing purchase decisions in tourism. For example, Monferrer et al. (2019) found that high service quality in tourism leads to increased customer satisfaction, which in turn encourages loyalty and repeat visits. This relationship underscores the need for tourism businesses to consistently deliver excellent service to build a strong reputation and retain customers (Hassan et al., 2018). Furthermore, Hadi et al., (2019) assert that reliable and responsive service quality is essential for meeting customer expectations, especially in tourism, where the service experience is often intangible and varies significantly based on individual preferences. Companies that invest in training their staff to provide courteous and knowledgeable service can distinguish themselves in a competitive market, thereby enhancing their attractiveness to potential customers (Sureshchandar et al., 2002).

### **Purchase Decisions in Tourism**

Purchase decisions in tourism are complex and influenced by multiple factors, including promotion, service quality, and personal preferences. Tjiptono (2014) describes the purchasing decision process as a series of steps where consumers recognize a need, search for information, evaluate alternatives, and make a purchase decision. This process is particularly relevant in tourism, where customers often make purchasing decisions based on perceived value and anticipated experiences (Kotler & Armstrong, 2021). Purchase decisions are influenced by external stimuli, such as promotional activities, as well as internal factors, including previous experiences and personal motivations (Assael, 1995).

In the tourism industry, promotional efforts and service quality work together to shape customer perceptions and influence their purchase decisions. For instance, a strong promotional campaign can generate interest in a destination or service, prompting customers to seek more information and consider making a purchase (Florido-Benítez, 2022). At the same time, the promise of high service quality can reassure customers that they will have a positive experience, thereby increasing their likelihood of choosing a particular provider (Hadi et al., 2019). Additionally, Wu et al. (2023) argue that in the tourism sector, customers often rely on reviews and recommendations from others, which highlights the importance of maintaining high service standards to foster positive feedback.

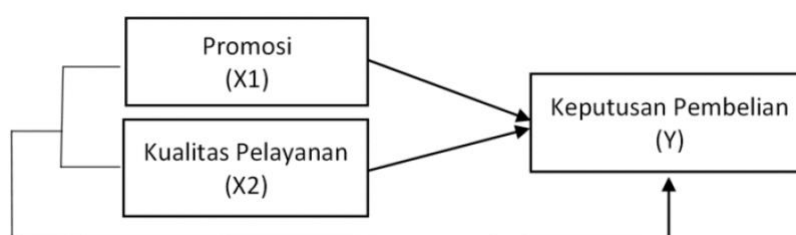
Understanding the decision-making process in tourism is essential for companies aiming to attract and retain customers. By recognizing the factors that influence consumer choices, tourism businesses can

design targeted promotional strategies and improve service delivery to meet customer expectations and differentiate their offerings from competitors. As illustrated by Louise et al. (2022), integrating insights from consumer behavior research into marketing and operational practices can help tourism companies enhance their value propositions and secure a competitive edge in the market.

## B. RESEARCH METHOD

### Research Approach

This study employs a quantitative approach with an associative research design to identify the relationships between the variables of promotion (X1), service quality (X2), and purchase decisions (Y). An associative design was chosen to determine the extent to which the independent variables influence the dependent variable (Sugiyono, 2014). The quantitative approach was selected as it provides measurable and objective results through statistical analysis (Sari, 2023).



The conceptual framework in this study involves Promotion (X1) and Service Quality (X2) as independent variables, with Purchase Decision (Y) as the dependent variable. The following is an overview of the conceptual framework used in this research.

### Population and Sample

The population of this study consists of customers who used the services of Wuki Travel Jogja in 2022. A purposive sampling technique was employed, with the criterion that respondents should have previously purchased and experienced the services. A sample size of 100 respondents was chosen to ensure an adequate level of reliability and validity in quantitative research. According to F. Hair Jr et al, (2014), a minimum sample size should be five times the number of items on the instrument. Since the questionnaire consists of 20 items, a sample of 100 respondents is sufficient and supports the necessary statistical validity for regression analysis.

### Questionnaire Design

The questionnaire used in this study utilizes a five-point Likert scale to measure respondents' level of agreement with the provided statements. Below are the details of the number of items and examples of questions for each construct:

Promotion (X1): Consists of 7 items covering various promotional elements, such as advertising, personal selling, sales promotion, and direct marketing.

Sample questions:

"Saya merasa iklan Wuki Travel Jogja di media sosial menarik perhatian saya untuk menggunakan jasa mereka."

"Promosi yang dilakukan Wuki Travel Jogja membuat saya tertarik untuk mencari informasi lebih lanjut."

"Wuki Travel Jogja menawarkan diskon atau promosi yang mempengaruhi keputusan saya untuk membeli paket wisata."

Service Quality (X2): Consists of 8 items based on the five dimensions of service quality, namely reliability, tangibility, responsiveness, assurance, and empathy (Tjiptono, 2015).

Sample questions:

"Staf Wuki Travel Jogja cepat merespons ketika saya membutuhkan bantuan."

"Saya merasa aman dan percaya diri menggunakan jasa Wuki Travel Jogja karena stafnya ramah dan profesional."

"Fasilitas yang disediakan oleh Wuki Travel Jogja sesuai dengan harapan saya."

Purchase Decision (Y): Consists of 5 items measuring the decision-making process, including need recognition, information search, alternative evaluation, and purchase decision (Dudovskiy, n.d.).

Sample questions:

"Saya memutuskan untuk menggunakan jasa Wuki Travel Jogja setelah membandingkan dengan penyedia jasa lain."

"Saya memilih Wuki Travel Jogja karena mereka menawarkan produk wisata yang memenuhi kebutuhan perjalanan saya."

"Saya mempertimbangkan untuk menggunakan jasa Wuki Travel Jogja lagi di masa mendatang."

The questionnaire is designed to gather specific data on consumer perceptions of promotion, service quality, and purchase decisions concerning the services offered by Wuki Travel Jogja.

### Data Collection Procedure

Data were collected through questionnaires distributed both in person at Wuki Travel Jogja's operational sites and online to reach respondents outside the Yogyakarta area. Before the primary data collection, a pilot test involving 30 respondents was conducted to ensure the validity and reliability of the instrument. This approach allowed the researcher to measure respondents' perceptions and experiences regarding Wuki Travel Jogja's promotion and service quality in a targeted manner (Sugiyono, 2014).

### Validity and Reliability Testing

Validity testing was conducted using the Product Moment correlation, with items considered valid if their correlation values exceed 0.3 (Buvanewari & Padakannaya, 2017; Cabanilla Jr., 2023). Reliability testing was performed using the Cronbach Alpha technique, where a value greater than 0.6 indicates adequate internal consistency (Dorosteh et al., 2023; Kumari et al., 2021).

### Data Analysis Technique

Data were analyzed using multiple linear regression to determine the influence of promotion and service quality on purchase decisions. The multiple linear regression equation used in this study is as follows:

$$Y = a + b_1X_1 + b_2X_2 + \epsilon$$

where Y represents the purchase decision, *a* is the constant, *b*<sub>1</sub> and *b*<sub>2</sub> are the regression coefficients for the promotion and service quality variables, *X*<sub>1</sub> represents promotion, *X*<sub>2</sub> represents service quality, and  $\epsilon$  is the residual error (Sugiyono, 2014). This analysis includes:

1. t-Test: Used to evaluate the partial effect of each independent variable on the dependent variable, indicating whether promotion and service quality significantly influence purchase decisions individually (Sugiyono, 2014).
2. F-Test: Employed to assess the simultaneous influence of both independent variables on the dependent variable. An F value greater than the F table value suggests a significant joint effect (Sugiyono, 2014).
3. Coefficient of Determination (*R*<sup>2</sup>): Used to measure the extent to which the combined effects of promotion and service quality explain the variance in purchase decisions (Sugiyono, 2014).

By employing this analysis, the study aims to provide a clear depiction of the relationships among promotion, service quality, and purchase decisions within the context of tourism services, offering insights that can strengthen Wuki Travel Jogja's marketing strategies.

### C. RESULTS AND ANALYSIS

This section presents the findings from the analysis of the relationship between promotion, service quality, and purchase decision at Wuki Travel Jogja. The data obtained from 100 respondents through a questionnaire have been analyzed using multiple linear regression, t-tests, and F-tests to determine the effects of promotional efforts and service quality on the decision to purchase tourism products.

#### Descriptive Statistics

This study involved 100 respondents who had used Wuki Travel Jogja's services. Initially, descriptive analysis was conducted to understand the data distribution. The mean, median, and standard deviation were calculated for each research variable. The descriptive analysis shows that the promotion variable has a mean value of 4.12 with a standard deviation of 0.75, while the service quality variable has a mean of 4.05 with a standard deviation of 0.80. The purchase decision variable indicates a mean of 4.20 with a standard deviation of 0.72.

#### Multiple Linear Regression Analysis

To test the hypotheses regarding the influence of promotion (X1) and service quality (X2) on purchase decisions (Y), multiple linear regression analysis was conducted. The regression analysis results are presented in the following table:

Variable	Regression Coefficient	t-value	p-value	95% Confidence Interval
Intercept	0.850	-	-	-
Promotion (X1)	0.897	10.512	0.000	[0.721, 1.073]
Service Quality (X2)	0.182	1.532	0.882	[-0.142, 0.506]

In the table above, the regression coefficient for the promotion variable (X1) is 0.897, indicating a positive and significant influence on purchase decisions, with a p-value < 0.05. The 95% confidence interval for the promotion coefficient is [0.721, 1.073], suggesting that the positive influence of promotion on purchase decisions is consistent within this range. On the other hand, the service quality variable (X2) has a coefficient of 0.182 with a p-value of 0.882, indicating that service quality does not have a statistically significant partial effect on purchase decisions at the 5% significance level.

#### F-Test (Simultaneous)

The F-test was used to assess whether promotion and service quality jointly have a significant influence on purchase decisions. The F-calculated value of 174.349 exceeds the F-table value of 3.090, with a p-value of 0.000, indicating that promotion and service quality together significantly affect purchase decisions. This finding demonstrates that both independent variables contribute to the consumer's purchase decision.

#### Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination (R<sup>2</sup>) is 0.742, indicating that 74.2% of the variance in purchase decisions can be explained by promotion and service quality. The remaining 25.8% is attributed to other factors not included in this model. This value suggests that the regression model used is quite strong in explaining the factors influencing consumer purchase decisions.

## Summary of Key Statistics

Below is a summary table of the key statistical findings from the study:

Analysis	Result
R <sup>2</sup>	0.742
F-calculated	174.349
F-table	3.090
p-value (Simultaneous)	0.000
Promotion Coefficient	0.897
Service Quality Coefficient	0.182
p-value (Promotion)	0.000
p-value (Service Quality)	0.882
Promotion Confidence Interval	[0.721, 1.073]
Service Quality Confidence Interval	[-0.142, 0.506]

## Interpretation of Results

The results indicate that promotion is the most dominant factor influencing purchase decisions at Wuki Travel Jogja. The significant regression coefficient and p-value for the promotion variable imply that promotional efforts, such as advertising and discounts, can stimulate consumer interest and purchasing decisions. In contrast, service quality does not show a significant partial effect. However, service quality is expected to play an important role in repeat purchases and long-term consumer satisfaction. Simultaneously, promotion and service quality significantly contribute to purchase decisions, indicating that both aspects should be considered in marketing strategies.

## Discussion

### The Dominance of Promotional Influence

The significant influence of promotion on purchasing decisions has been widely discussed in marketing literature. Several studies indicate that promotion plays a crucial role in influencing consumer purchasing decisions. For instance, Saptaria and Zamzam state that promotion positively and significantly impacts purchase decisions, demonstrating that promotion effectively captures consumer attention (Saptaria & Zamzam, 2022). Similarly, Aulia emphasizes that effective promotion can enhance brand awareness and attract consumer attention, which in turn boosts purchase rates (Aulia, 2024). However, there are also arguments that highlight the importance of service quality. Komara notes that service quality remains a key factor to be considered alongside promotion in influencing purchase decisions (Komara, 2024). Research by Hidayat further supports this view, indicating that both service quality and promotion contribute to purchasing decisions, reinforcing the notion that these aspects are complementary (Hidayat, 2023). Thus, although promotion exerts a powerful influence, service quality cannot be overlooked in an effective marketing strategy.

### The Limited Role of Service Quality in Initial Purchase Decisions

The role of service quality in initial purchase decisions is often considered limited, though it remains crucial for long-term satisfaction and customer loyalty. Research by Muharam et al. indicates that while service quality may not significantly influence initial purchasing decisions directly, it contributes to customer loyalty in the longer term (Muharam et al., 2021). This aligns with findings by Engriani et al., who emphasize that service quality plays a role in shaping customer satisfaction, which subsequently affects consumers' behavioral intentions (Engriani et al., 2019). Nonetheless, there is an argument supporting the idea that initial purchase decisions are more influenced by other factors, such as promotion. Lukmana notes that customers may focus more on promotional efforts and initial perceptions formed by advertisements, considering that service characteristics are often challenging to evaluate before use (Lukmana, 2023). This suggests that while service quality is important, promotion may be a more dominant factor in the context of initial purchase decisions. Therefore, although service quality may not

always significantly impact initial purchase decisions, its role in building customer satisfaction and loyalty cannot be disregarded.

### **The Significant Joint Influence**

The simultaneous influence of promotion and service quality on purchasing decisions suggests that these two factors complement each other in marketing strategies. Supriyani's research confirms that both promotion and service quality have a significant simultaneous influence on consumer purchasing decisions, indicating that companies should integrate these aspects to attract new customers and retain existing ones (Supriyani, 2023). Pitaloka also highlights the importance of promotion and service quality in building customer loyalty, suggesting that both contribute to purchasing decisions in tandem (Pitaloka, 2023). However, there are perspectives suggesting that an excessive focus on promotion may overlook the importance of service quality. Setiawan notes that although promotion has a positive impact, service quality remains a crucial element that should not be neglected in a marketing strategy (Setiawan, 2023). Research by Mahmud also indicates that while both service quality and promotion should be considered together, service quality may be a more dominant factor in certain contexts (Mahmud, 2022). Therefore, although promotion and service quality have a significant simultaneous influence, it is essential to strike an appropriate balance between the two in a marketing strategy.

### **The High R<sup>2</sup> Value**

The high R<sup>2</sup> value of 74.2% indicates that promotion and service quality significantly explain the variation in purchasing decisions. This finding underscores that these two variables are critical factors influencing consumer purchasing decisions. Supriyani confirms that promotion and service quality have a significant simultaneous influence on purchase decisions, reinforcing the notion that both should be considered in a marketing strategy (Supriyani, 2023). Adrianto's research further demonstrates that promotion and pricing significantly contribute to purchasing decisions, suggesting that other factors such as pricing are also crucial (Adrianto, 2022). However, the remaining 25.8% contribution from other factors suggests that elements such as price, location, and prior experience also play roles in purchasing decisions. Research by Zaini et al. supports this view, showing that price, location, and service have a significant impact on purchase decisions, highlighting the complexity of factors that influence consumer behavior (Zaini et al., 2020). Therefore, while promotion and service quality are key factors, it is essential to consider additional variables in a comprehensive marketing strategy.

### **Implications for Marketing Strategy in the Tourism Sector**

The findings of this study indicate that promotion has a dominant influence on purchasing decisions in the tourism sector. Therefore, tourism businesses such as Wuki Travel Jogja should enhance their focus on innovative and targeted promotional strategies. A strong and directed promotional approach can increase consumer appeal and build brand awareness. One effective way to achieve this is through digital marketing, utilizing social media, influencer collaborations, and interactive content. Well-designed digital campaigns allow companies to introduce their tourism services effectively to a broader audience, particularly among younger generations who tend to be more active on social media.

Building awareness through digital campaigns not only facilitates information access for prospective consumers but also provides an opportunity for companies to showcase the tourism experiences they offer. For instance, short video content highlighting the beauty of destinations, customer testimonials, or travel tips can help potential customers virtually experience the services on offer. This approach creates emotional appeal and adds promotional value, especially for those seeking travel inspiration online.

Although service quality did not show a significant impact on initial purchasing decisions, it is important to note that service quality plays a crucial role in long-term customer retention. High-quality service can enhance customer satisfaction, increase loyalty, and generate positive recommendations. A positive experience during the trip can encourage customers to reuse the same services in the future. Therefore, companies need to maintain high service standards and provide training for staff to improve their communication skills, sensitivity, and responsiveness to customer needs. These efforts will build a



positive reputation and support word-of-mouth marketing, ultimately helping to expand the customer base organically.

Successful marketing strategies in the tourism sector require an integrated approach that combines effective promotion with quality service. Promotion can be used to attract attention and create initial expectations, while quality service ensures that these expectations are met or even exceeded. Thus, a combination of appealing promotion and superior service will result in higher customer satisfaction and encourage repeat purchases. Moreover, promotion can highlight aspects of service quality that differentiate the company's products from competitors, such as friendly tour guides or unique facilities. This approach provides added value for consumers, who will perceive that the tourism product is not only visually appealing but also offers a high-quality experience.

Beyond promotion and service quality, companies in the tourism sector should also consider other factors that influence purchasing decisions, such as price, location, customer reviews, and flexibility in product offerings. By understanding these factors, tourism businesses can develop a more comprehensive and adaptable strategy tailored to the diverse preferences of the market. A deep understanding of consumer preferences will help companies create more relevant product offerings and increase their appeal to various market segments.

Overall, these findings emphasize the importance of promotion in attracting customers and service quality in retaining them. Through a balanced marketing strategy that combines creative promotion with superior service, tourism businesses can meet consumer expectations while gaining a competitive advantage. This approach allows companies to build long-term relationships with customers, ultimately contributing to sustainable business growth.

#### **D. CONCLUSION**

This study examined the impact of promotion and service quality on purchasing decisions for tourism products offered by Wuki Travel Jogja. The findings indicate that while both promotion and service quality contribute positively to purchasing decisions, promotion emerged as the more influential factor. Specifically, the regression analysis reveals that promotional activities significantly influence consumer decisions, aligning with established marketing theories that emphasize the role of promotional strategies in customer attraction. Conversely, service quality, although vital for customer retention and long-term satisfaction, did not exhibit a statistically significant effect on initial purchase decisions within this context. These insights underscore the importance of a balanced marketing strategy that prioritizes promotional efforts to attract customers, while also focusing on service quality to foster repeat business and enhance customer loyalty.

#### **Theoretical and Practical Contributions**

The theoretical contributions of this study lie in its reinforcement of the understanding of how promotional strategies and service quality interact to shape purchasing decisions within the tourism sector. By identifying promotion as a primary driver for initial purchases, this research aligns with and expands upon previous literature that emphasizes the immediate impact of promotion on consumer behavior. Additionally, this study adds to the academic discourse by demonstrating that service quality, while essential for customer satisfaction and retention, may play a lesser role in initial purchase decisions, particularly in competitive tourism markets where promotional efforts are paramount.

In terms of practical contributions, this research provides actionable insights for tourism businesses, specifically for companies like Wuki Travel Jogja, on optimizing their marketing strategies. The findings suggest that tourism businesses should allocate substantial resources towards robust promotional campaigns, leveraging digital marketing and social media to reach a broader audience and stimulate initial interest. Furthermore, while service quality may not directly influence first-time purchases, maintaining high standards in service delivery is crucial for building a reputation that encourages repeat business and positive word-of-mouth referrals. These practical insights offer valuable guidance for tourism businesses aiming to attract and retain customers in a competitive environment.

### Limitations and Recommendations for Future Research

This study has several limitations that warrant consideration. Firstly, the research was conducted with a sample size limited to customers of a single travel agency, Wuki Travel Jogja, which may limit the generalizability of the findings to other tourism contexts or regions. Future research could expand the sample to include multiple agencies across different regions to enhance the applicability of the results. Secondly, the study's quantitative approach, while effective for measuring relationships between variables, may not capture the nuanced perceptions of customers regarding promotion and service quality. A mixed-method approach that includes qualitative interviews or focus groups could provide a deeper understanding of customer experiences and preferences.

Moreover, this study focused on initial purchase decisions, which may overlook the longitudinal impact of service quality on customer loyalty and retention. Future research could explore the evolving role of service quality over time, particularly in its effect on repeat purchases and customer loyalty in the tourism sector. Additionally, examining the impact of specific types of promotional strategies, such as influencer marketing or loyalty programs, would provide further insights into how different promotional tools influence consumer behavior. By addressing these limitations, future studies can build on the findings of this research to offer a more comprehensive understanding of effective marketing strategies in tourism.

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