Available online at: https://journal.poltekpar-nhi.ac.id/index.php/jett
Journal of Event, Travel and Tour Management
Volume 5 Number 1, 2025:41-53
DOI: 10.34013/jett.v5i1.2074

Analysis of MICE Tour Package Usage in Malang City

Irwan Yulianto*
Universitas Merdeka Malang
Email: irwan.yulianto@unmer.ac.id

Abstract

This research aims to analyze the use of MICE (Meetings, Incentives, Conferences, and Exhibitions) tour packages in Malang City and their impact on the consumption patterns of business tourists and bleisure preferences. The identified issues include the form of MICE tour package usage in the implementation of MICE activities in Malang City, the impact of MICE tour package usage on business tourist visits, and the bleisure trend that has not yet been widely facilitated by tour service providers. This bleisure trend indicates that business travelers tend to extend their stay to engage in additional leisure activities after their business events are completed. However, the lack of MICE tour packages integrated with bleisure activities can reduce the comfort and effectiveness of business travelers' trips. This study uses a quantitative approach with the Structural Equation Modeling (SEM) method. The research sample consists of 150 respondents who are business travelers and MICE tourism service providers in the city of Malang. The analysis results show that the use of MICE tour packages significantly affects the consumption patterns of business travelers and bleisure preferences. Bleisure preferences have been proven to mediate the influence of MICE tour package usage on the consumption patterns of business travelers. This means that the more attractive and complete the MICE tour packages are, the greater the incentive for business travelers to engage in bleisure activities, thereby increasing tourist consumption during their visit. The findings of this research emphasize that tourism service providers in Malang City need to develop more integrated and flexible MICE tour packages to support bleisure activities. Thus, the continuously increasing bleisure trend can be utilized to extend the stay of business travelers and promote sustainable tourism economic growth.

Keywords: *MICE, bleisure, consumption patterns of business travelers, tour packages, Malang City.*

A. INTRODUCTION

Malang City, as one of the tourist destinations located in East Java, Indonesia, offers various interesting tourist attractions. However, despite the rapid growth of the tourism sector in Malang City, there is a lack of special tour packages for business travelers (bleisure travelers). (Zhang, 2023). Bleisure travelers are those who travel for business activities and continue with recreational or leisure activities. (Ezueuduji, 2024). This trend is growing as the demand from tourists for a deeper experience in their travels increases. MICE activities (Meetings, Incentives, Conferences, and Exhibitions) have become one of the strategic sectors in the tourism industry because they can attract a large number of tourists and provide significant economic impact. Some researchers focus on showing that cities actively hosting MICE activities experience a 25% increase in business tourist visits compared to cities without a regular MICE agenda. The MICE sector has advantages up to seven times greater compared to regular recreational tourism. (Kusuma, 2019). Mapping MICE destinations in Jakarta and Yogyakarta using important data from MICE industry players for sustainable destination development. (Heri Setyawan, 2024). Identifying and emphasizing the need for appropriate promotional strategies so that Indonesia does not fall behind neighboring countries that are developing MICE tourism through SWOT. (Susanto, 2024).

*Irwan Yulianto
Received: July 8, 2025; Revised: September 16, 2025; Accepted: November 21, 2025

MICE activities not only enrich the participants' experience but also serve as an important instrument in supporting the overall growth of the tourism industry. Bleisure activities, or the combination of business travel and leisure (business + leisure), are increasingly showing positive trends based on the Global Business Travel Association (GBTA) report. More than 40% of business travelers worldwide take advantage of their business trips to engage in additional leisure activities, especially when the trip lasts more than two days and is in a tourist-attractive destination (GBTA, 2022). This shows that bleisure is not just a new lifestyle in the travel sector, but also a strategic opportunity in the development of MICE-based tourism (Meetings, Incentives, Conferences, and Exhibitions). Bleisure travelers tend to extend their length of stay and increase their spending while at the destination. A study by Expedia Group (2023) noted that bleisure travelers spend an average of 25% more compared to regular business travelers. They also show a preference for local experiences such as city tours, culinary tours, or visits to cultural sites, especially those that can be done in a short time and adjusted to the main activity schedule. sometimes the need for flexible, short, and high-experience-value travel packages becomes very relevant for MICE organizers, as well as the importance of integrating digital promotion and designing travel packages that support bleisure, considering that business travelers tend to seek travel information through digital media before and during their trips. The strategy deemed effective in supporting the success of MICE is the formulation and selection of attractive and relevant travel packages that align with the characteristics of the participants. (Yohanes Paulus Hanny Wadhi, et al., 2017). Not many researchers have focused on analyzing the behavior of MICE tour package usage and the preferences of bleisure travelers in linking the consumption patterns of business tourists who extend their stay to vacation in Malang through MICE packages.

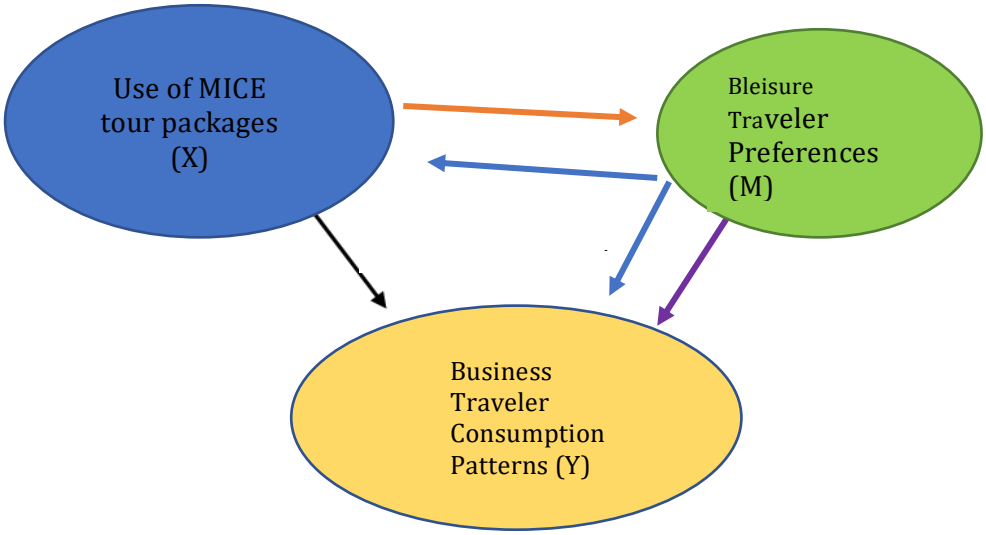
This research is deemed important to investigate alongside analyzing the behavior and preferences of bleisure travelers as a basis for designing tourism products integrated with MICE activities. These facts reinforce the urgency of researching the use of travel packages by bleisure travelers as part of the strategy for developing event and conference-based destinations. This research provides important contributions to understanding the behavior of business travelers in using MICE tour packages in Malang City, which often do not provide practical information for tourism industry players and event organizers to develop more attractive tour packages that meet the needs of business travelers, such as aspects offlexibility and service personalization.

Previous research such as (Sativa, 2021) found a strong relationship between MICE aspects (Meeting, Incentive, Convention, Exhibition) and the increase in tourist visits to the city of Malang in the new normal era. (Aurellia, 2022) Malang City has great potential in the development of the MICE business, supported by numerous hotels and meeting facilities. However, some hotels still lack adequate meeting facilities. (RWD, 2020) The improvement of services at Abdul Rachman Saleh Airport significantly impacts the development of MICE activities in Malang City. (Puji Lestari, 2021) which shows that the combination of business activities and tourism activities in one package can significantly increase the sales of tourism services. (Khairul Mahadi, 2023) recommends the use of SWOT analysis and Porter's five forces to develop MICE development strategies in the city of Surakarta. (Eki Puji Wicahyati, 2021) Descriptive-qualitative method at Hotel Ijen Suites Resort & Convention Malang, analysis of the impact of MICE on post-pandemic tourism recovery. There is a positive influence of MICE supported by B2B MoUs. (Sasongko, 2020) Focus on the role of the local airport in supporting MICE activities in Malang, with a study of regulations, infrastructure, and funding. (Simpenti, 2016) A qualitative approach using the Delphi and SWOT methods concluded that the Incentive aspect is the main strength and the aggressive strategy (SO) is very suitable for Malang. The use of MICE Tour Packages has indicators such as the availability of MICE packages,

the price of MICE packages, supporting MICE facilities, and the suitability of MICE activity schedules. (Wilken Rezki Abadi, et. al, 2023). Bleisure travelers' preferences have indicators such as interest in extending their stay, interest in leisure destinations, need for relaxation, and knowledge about leisure destinations. (Sheng-Hshiung Tsaur & Cheng- Hsien Tsai, 2023). Similarly, the Consumption Pattern of Business Travelers has indicators such as Length of Stay, Additional Expenditures, and Selected Leisure Activities (Sulsier et.al, 2023).

The issues that often arise include the form of tour package usage in the implementation of MICE activities in Malang City and the impact of MICE tour package usage on business tourist visits. Although the bleisure trend is increasing, there are still not many travel service providers that specifically offer MICE tour packages in Malang City. Bleisure travelers tend to arrange their own sightseeing activities after business events, which can reduce the comfort and efficiency of their trips. Therefore, this research aims to analyze the use of MICE tour packages in Malang City and their impact on increasing business and bleisure tourist visits.

This research contributes to explaining how the use of MICE tourism packages, which include elements of transportation, accommodation, venues, consumption, and supporting activities, can directly influence the increase in business tourist visits. This provides a scientific basis for destination managers and tourism industry players in formulating effective strategies.



Picture 1
Framework of Thought

H1: The use of MICE tour packages directly affects the consumption patterns of business travelers.
H2: The use of MICE tour packages affects the bleisure preferences of business travelers.
H3: Bleisure preferences affect the consumption patterns of business travelers.
H4: Bleisure preferences mediate the influence of MICE tour package usage on the consumption patterns of business travelers.

B. RESEARCH METHOD

This study uses a qualitative approach with a descriptive and causal (explanatory research) approach, with the population in the study being all business tourists participating in MICE activities in

Malang City with The sampling technique is purposive sampling Based on considerations or criteria relevant to the research objectives (Sugiyono, 2019), this technique was chosen because not all tourists could serve as respondents; only those aligned with the research focus, namely business tourists participating in MICE activities in Malang City, were included. The use of purposive sampling is deemed appropriate, as this study requires respondents with direct experience related to the utilization of MICE tour packages and the tendency to engage in bleisure activities. In other words, the data obtained are expected to accurately reflect the empirical conditions in accordance with the research problem formulation.

The criteria for respondents in this study included: business tourists who participated in Meetings, Incentives, Conferences, and Exhibitions (MICE) in Malang City; respondents who actively engaged in business activities and had the potential to extend their stay for leisure purposes (bleisure); and those who were willing to provide honest and complete responses to the research questionnaire.

Through purposive sampling, this study collected 150 respondents who met these criteria. This number is consistent with the requirements of Structural Equation Modeling (SEM) analysis and simultaneously fulfills the minimum sample size needed to produce stable and reliable parameter estimates. According to Hair et al. (2019), an adequate sample size for SEM ranges between 100–200 respondents for models with low to moderate complexity. In addition, a commonly applied rule of thumb suggests that the minimum sample size should be 5–10 times the number of indicators used in the study (Ferdinand, 2014). In this research, there are three latent constructs, namely: 1. Utilization of MICE Tour Packages (X) with 4 indicators. 2. Bleisure Preference (M) with 4 indicators. 3. Consumption Pattern of Business Tourists (Y) with 4 indicators. Thus, the total number of indicators is 12. Based on the calculation of number of indicators × 10, the minimum required sample size is:

$$n \geq 12 \times 10 = 120$$

To anticipate the possibility of invalid data or incomplete questionnaires, the sample size was increased by 25% from the minimum requirement. Therefore, the total number of samples determined for this study is:

$$n = 120 + (25\% \times 120) = 150$$

With a total of 150 respondents, this study meets the minimum criteria for SEM and is expected to produce stable and reliable parameter estimates. The sample was selected using purposive sampling, with the criteria being business tourists who participated in MICE activities in Malang City.

Table 1
Characteristics of Respondents

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Male	95	63.3
	Female	55	36.7
Age	< 25 years	20	13.3
	25–34 years	60	40.0
	35–44 years	45	30.0
	≥ 45 years	25	16.7
Education Level	High School/Vocational	25	16.7
	Diploma	20	13.3
	Bachelor's Degree (S1)	80	53.3

Characteristics	Category	Frequency (n)	Percentage (%)
	Master's/Doctoral (S2/S3)	25	16.7
Occupation	Private Employees	60	40.0
	Civil Servants/State-Owned Enterprises	45	30.0
	Entrepreneurs	30	20.0
	Others	15	10.0
Origin of Tourists	Domestic	148	98.7
	International	2	1.3

Source: Data processed by the researcher (2025)

As shown in Table 1, the respondents in this study were predominantly male (63.3%), while females accounted for 36.7%. This indicates that participation in MICE activities in Malang City is relatively more common among men, who often hold strategic positions in companies or organizations.

In terms of age, the majority of respondents were in the productive age groups of 25–34 years (40.0%) and 35–44 years (30.0%). This suggests that business tourists attending MICE events in Malang are largely young and mid-career professionals, who are highly active in the workforce and have strong potential to engage in business travel combined with leisure (bleisure).

Regarding educational background, most respondents held higher education degrees, with 53.3% being bachelor's graduates and 16.7% master's/doctoral graduates. This reflects the profile of MICE participants in Malang, who generally have strong educational qualifications in line with the professional requirements of meetings, conferences, and exhibitions.

From the perspective of occupation, the largest groups were private sector employees (40.0%) and civil servants/state-owned enterprise employees (30.0%), followed by entrepreneurs (20.0%). This shows that MICE activities in Malang attract participants from both the corporate sector and government institutions.

In terms of tourist origin, nearly all respondents were domestic tourists (98.7%), with only 1.3% (2 individuals) coming from international backgrounds. This finding is consistent with the current condition that Malang's MICE market is still dominated by domestic visitors. The very low proportion of international participants highlights an opportunity for Malang to strengthen its competitiveness in attracting international MICE tourists.

Overall, the characteristics of the respondents align well with the focus of this study, as they reflect the profile of business tourists with potential for bleisure, namely extending their stay for leisure activities after completing business agendas.

Using a closed questionnaire consisting of several indicators for each variable measured using a Likert scale, including the use of MICE tour packages, preferences of bleisure travelers, and consumption patterns of business travelers who extend their stay. For the instrument in the form of a questionnaire that has been tested for validity and reliability, the testing is conducted to ensure that each question item can be measured accurately and consistently,as illustrated Through the Implementation Flowchart.

Picture 2
Implementation Flow

The research procedure was carried out through a series of systematic stages as illustrated in the flowchart. The first stage was the identification of problems and the formulation of research objectives. The researcher observed phenomena occurring in the field, particularly related to the use of MICE tourism packages in Malang City and the growing trend of bleisure among business travelers. Based on these observations, the focus of the study and the objectives to be achieved were determined. The second stage was the development of research instruments in the form of a questionnaire. The instrument was designed based on the research variables, namely the use of MICE tourism packages, bleisure preferences, and the consumption patterns of business travelers. Each variable was operationalized into measurable indicators to obtain valid and reliable data. The third stage was the testing of validity and reliability of the instrument. Validity testing was conducted to ensure that the questionnaire items accurately measured the intended constructs, while reliability testing was used to determine the consistency of respondents' answers. A valid and reliable instrument was then ready for data collection. The fourth stage was the determination of the sample and the distribution of the questionnaire. The sample was determined using purposive sampling, namely business travelers who participated in MICE activities in Malang City. The number of respondents was set according to the requirements of SEM analysis, with a minimum of 150 respondents. The fifth stage was data collection. Primary data were obtained through questionnaire distribution to respondents, while secondary data were gathered through literature review and documentation. The sixth stage was data processing and analysis. The collected data were processed using SPSS software for validity testing, reliability testing, and descriptive statistics, and then further analyzed using Structural Equation Modeling (SEM) to examine the relationships among the research variables. The seventh stage was the interpretation of results and discussion. The results of data analysis were interpreted to answer the hypotheses that had been formulated and were further linked with relevant theories and previous studies.The final stage was the formulation of conclusions and recommendations. The conclusions summarized the research findings in accordance with the stated objectives, while the recommendations were directed toward tourism service providers, local government, and future researchers for the development of more comprehensive studies.

C. RESULTS AND ANALYSIS

This research analyzes the impact of MICE tour package usage, bleisure preferences, and business travelers' consumption patterns in Malang City. Data were obtained through questionnaires that have been tested for validity and reliability. The data analysis methods used are linear regression and Structural Equation Modeling (SEM) to test the relationships between variables. The results of the validity test show that all indicators have a calculated correlation value (r) greater than the table value (r), thus all questions are declared valid. The reliability test using Cronbach's Alpha yielded values greater than 0.7 for all variables, indicating that the research instrument is sufficiently reliable and consistent.

After conducting a series of analyses on the research model using the Structural Equation Modeling (SEM) method with the help of SmartPLS software, the test results were obtained, which include the outer

model (measurement model) and inner model (structural model). To facilitate the reading and interpretation of the research results, all SEM outputs including factor loadings, Average Variance Extracted (AVE), Composite Reliability (CR), Cronbach's Alpha, path coefficient, t-statistic, p-value, and R^2 construct aresummarizedinthefollowingsummarytable.

SEM Output Summary Table This is prepared to provide a comprehensive overview of:

1. Validity and reliability of constructs through factor loading values, AVE, CR, and Cronbach'sAlpha.
2. The magnitude of influence and significance of relationships between latent variables throughpathcoefficient,t-statistic,andp-value.
3. The predictive ability of the model through the R^2 value on the dependent variable.

Thus, this summary table serves as the basis for comprehensively interpreting the research results and addressing the research problem that has been previously formulated.

Here is the complete SEM Output Summary Table of this research.

Table 2
SEM Output SummaryTable

Variable	Indicator	Loading Factor	AVE	CR	Cronbach's Alpha
Use of MICE Tour Packages (X)	Package availability	0.81	0.66	0.88	0.84
	Package price	0.78			
	Supporting facilities	0.85			
	Schedule compatibility	0.83			
Bleisure Preferences (M)	Interest in extending stay	0.79	0.65	0.87	0.83
	Interest in leisure destinations	0.82			
	Need for relaxation	0.84			
	Knowledge of leisure destinations	0.80			
Business Traveler Consumption Patterns (Y)	Length of stay	0.86	0.68	0.89	0.85
	Additional expenses	0.83			
	Selected leisure activities	0.80			
	Purchase of additional packages	0.85			

Source: SmartPLS data processing results (2025)

With the following interpretation

1. Use of MICE Tour Packages (X)
   The loading factors of all indicators range from 0.78 – 0.85 (>0.7), indicating that all four indicators are valid and significant in measuring the construct of MICE tour package usage.
   AVE = 0.66 (>0.5) indicates that this construct has good convergent validity, where its indicators are able to explain more than 50% of the construct's variance.
   CR = 0.88 and Cronbach's Alpha = 0.84 (>0.7) indicate that the construct of MICE tour package usage is reliable and consistent.

2. Bleisure Preference(M)
   The loading factor on this construct ranges from 0.79 to 0.84 (>0.7). All indicators are valid in measuring the bleisure preferences of business travelers.
   AVE = 0.65 (>0.5) indicates that the construct has good convergent validity.
   CR = 0.87 and Cronbach's Alpha = 0.83 (>0.7) indicate that this construct is reliable and the instrument has good internal consistency.
3. Consumption Patterns of Business Tourists(Y)
   The loading factor on this construct ranges from 0.80 to 0.86 (>0.7). All indicators are valid for measuring the consumption patterns of business tourists.
   AVE = 0.68 (>0.5) indicates that the construct has good convergent validity.
   CR = 0.89 and Cronbach's Alpha = 0.85 (>0.7) indicate a reliable construct and the instrument has very good consistency.

After conducting the outer model (measurement model) test and all constructs being declared valid and reliable, the next step is to conduct the inner model (structural model) test to determine the relationships between latent variables in the research model.

The inner model testing is conducted by analyzing the path coefficient, t-statistic, and p-value for each influence path present in the model. The path coefficient indicates the magnitude and direction of the relationship between latent variables, whether positive or negative. Meanwhile, the t-statistic and p-value are used to test the significance of the influence.

In this study, the significance test was conducted using the bootstrapping method with SmartPLS, where the t-table value at a 5% significance level (two-tailed) is 1.96. This means that if the t-statistic value > 1.96 and the p-value < 0.05, the influence between variables can be considered statistically significant.

Here is a summary of the path coefficient and significance test results for this research model.

Table 3
Path Coefficient and Significance Test Table

Variable Relationship	Path Coefficient (β)	t-statistic	p-value	Explanation
X ➔ Y	0.42	4.12	0.000	Significant
X ➔ M	0.62	6.25	0.000	Significant
M ➔ Y	0.29	3.12	0.002	Significant
X ➔ M ➔ Y	0.18	2.95	0.003	Significant mediation

Source: SmartPLS data processing results (2025)

With the following interpretation

1. The Direct Influence of MICE Tour Packages on the Consumption Patterns of Business Travelers
   Path Coefficient (X ➔ Y) = 0.42
   t-estadístico = 4.12 (>1.96)
   p-valor = 0.000 (<0.05)
   The use of MICE tour packages has a positive and significant impact on the consumption patterns of business tourists in Malang City. This means that the better the MICE tour packages used by business tourists, the higher their consumption patterns, such as increased length of stay, additional spending, chosen leisure activities, and the purchase of additional tour packages.
2. The Direct Influence of MICE Tour Packages on Bleisure Preferences
   Path Coefficient (X ➔ M) = 0.62
   t-estadístico = 6.25 (>1.96)
   p-valor = 0.000 (<0.05)

The use of MICE tour packages has a positive and significant impact on the bleisure preferences of business travelers. This means that the more attractive and comprehensive the MICE packages offered, the higher the preference of travelers to engage in leisure activities after business events.

3. The Direct Influence of Bleisure Preferences on Business Travelers' Consumption Patterns
   Path Coefficient (M ➔ Y) = 0.29
   t-estadístico = 3.12 (>1.96)
   p-valor = 0.002 (<0.05)
   Bleisure preferences have a positive and significant impact on the consumption patterns of business travelers. This means that the higher the bleisure preferences of business travelers, the more their consumption patterns will increase, including in terms of length of stay and additional expenditures while in Malang City.
4. Indirect Influence (Mediation) of MICE Tour Packages on Business Travelers' Consumption Patterns through Bleisure Preferences
   Path Coefficient (X ➔ M ➔ Y) = 0.18
   t-estadístico = 2.95 (>1.96)
   p-valor = 0.003 (<0.05)
   Bleisure preferences significantly mediate the relationship between the use of MICE tour packages and the consumption patterns of business travelers. This means that the effective use of MICE tour packages will enhance travelers' bleisure preferences, which in turn will increase their consumption patterns at the destination.

After conducting path coefficient and significance tests to determine the magnitude of influence and relationships between latent variables, the next step is to interpret the R^2 value (coefficient of determination) in this research model. R^2 is a measure of the goodness of fit of the structural model (inner model) that indicates how well the independent variables can explain the dependent variable in the research. The R^2 value ranges from 0 to 1, with interpretation criteria

0.67 – 1.00 = strong (substantial)
0.33 – 0.67 = moderate
0.19 – 0.33 = weak

The higher the R^2 value, the greater the variation in the dependent variable that can be explained by the independent variable in the model, indicating good predictive relevance.

Here is a summary of the R^2 values for the bleisure preference construct and the consumption patterns of business travelers in this study.

Table 4
R^2 Konstruk

Dependent Variable	R^2
Bleisure Preferences (M)	0.39
Consumption Patterns of Business Travelers (Y)	0.46

Source: SmartPLS data processing results (2025)

With the following interpretation

1. BleisurePreferences(M)
   R^2=0.39
   The R^2 value of 0.39 indicates that 39% of the variation in business travelers' bleisure

preferences can be explained by the variable of MICE tour package usage. This means that the use of MICE tour packages has a fairly good explaining power regarding the bleisure preferences of business travelers in Malang City. Meanwhile, the remaining 61% is explained by other variables outside this research model, such as personal motivation factors,travelpurposes,ordestinationpreferences.

2. ConsumptionPatternsofBusinessTourists(Y)
   R^2=0.46
   An R^2 value of 0.46 indicates that 46% of the variation in business travelers' consumption patterns can be explained by the use of MICE tour packages and bleisure preferences. This means that the research model has moderate predictive ability, in accordance criteria which state that an R^2 of 0.33 – 0.67 is categorized as a moderate level in SEM research. The use of MICE travel packages and bleisure preferences have a significant impact in explaining the consumption patterns of business travelers, while the remaining 54% is explained by other factors outside the model, such as hotel prices, destination attractions, or tourism promotions. Based on the R^2 value table, the Preference construct can be concluded that Bleisure (0.39) and Business Traveler Consumption Patterns (0.46) indicate that this research model has adequate explanatory power and can be used as a scientific basis for developing MICE tourism package strategies in Malang City.

The results of the SEM analysis show a significant relationship between the variables studied, resulting in hypothesis 1 stating The use of MICE tour packages has a direct impact on the consumption patterns of business travelers. this can be seen from the analysis results showing a coefficient β of 0.45 ($p < 0.01$), indicating a positive and significant relationship. This means that the better and more complete the MICE tour packages provided (for example: transportation facilities, accommodation, and additional tourist activities), the higher the tendency for business travelers to engage in more consumption activities, such as visiting tourist attractions, shopping, or enjoying the local cuisine of Malang City. This reinforces the understanding that tourism service providers need to design attractive and easily accessible packages so that the consumption patterns of business travelers increase. Hypothesis 2 states that the use of MICE tour packages affects the bleisure preferences of business travelers, indicating that

The coefficient β of 0.40 ($p < 0.05$) indicates a significant relationship. This means that the quality and availability of MICE packages not only meet the needs of business travel but also foster the interest of business travelers in utilizing their leisure time (bleisure). Thus, the more comprehensive the MICE tour packages, the greater the opportunity for business travelers to be interested in extending their visits and enjoying additional tourist activities. Hypothesis 3 provides a statement Bleisure preferences influence the consumption patterns of business travelers The coefficient β of 0.38 ($p < 0.05$) indicates a significant and positive influence. This means that business travelers with a high preference for bleisure activities are likely to expand their travel activities: staying longer, trying various destinations, and shopping. This is important as an insight for tourism service providers: bleisure preferences are a strategic factor in supporting the increase in business travelers' consumption. Hypothesis 4 states that bleisure preferences mediate the influence of MICE tour package usage on the consumption patterns of business travelers. The indirect effect result of 0.15 confirms the role of bleisure preference as a significant mediator. This shows that the use of MICE tour packages not only has a direct impact on consumption patterns but also indirectly through the increased interest in bleisure among business travelers. This means that when business travelers feel comfortable and satisfied with MICE tour packages, their preference for engaging in bleisure activities increases, which ultimately expands their consumption activities while in Malang City.

Analyzing the use of MICE tour packages in Malang City and their impact on increasing business and bleisure tourist visits by showing that the use of MICE tour packages has a direct and significant influence on the consumption patterns of business tourists (H1). This supports

the first part of the objective, which is to analyze the use of MICE tour packages. The results also prove that the use of MICE tour packages affects bleisure preferences (H2), which means that MICE tour packages indirectly increase bleisure tourism activities. Bleisure preferences themselves also significantly influence the consumption patterns of business travelers (H3) and serve as an important mediator (H4). This shows a chain relationship: the use of MICE tour packages → bleisure preferences → consumption activities (including tourist visits).

In line with this research, a comprehensive analysis of the use of MICE tour packages in Malang City has been conducted, demonstrating a positive impact of MICE package usage on business and bleisure tourist visits through increased consumption patterns. And explains that the bleisure trend is an important factor in extending the length of stay and visits of business tourists.

The implementation of MICE tour packages, which include elements of transportation, accommodation, venues, catering, and supporting activities, can directly influence the increase in business tourist visits, such as Transportation (accessibility and comfort of participants' travel), Accommodation (hotels and lodging facilities), Venues (meeting rooms, conferences, or exhibitions), Catering (food and beverages during activities), Supporting activities (city tours, spas, shopping, culinary trips, etc.). All of these are integral components of MICE tour packages designed to comprehensively meet the needs of business tourists. Whereas empirically it is stated that the more complete and high-quality the MICE tour packages offered, the higher the interest in business tourist visits. The leisure element in MICE packages enhances the attractiveness of the destination, in line with the concept of bleisure (business + leisure), which aligns with the Service Marketing Mix. The combination of product bundles and integrated service processes increases customer satisfaction and repeat purchase intention. In the context of MICE, the use of packages that combine business and leisure elements creates added value and competitive advantage for the destination. Practical implications with the five elements through the Development of MICE Tourism Products with research results that serve as a scientific basis for destination managers to design integrated MICE tourism packages by integrating accommodation, transportation, venues, consumption, and leisure activities, as well as offering schedule flexibility to add leisure activities (bleisure). Destination and Event Planning Policies can be used by the Tourism Office and Convention Bureau to formulate policies for providing bleisure-friendly MICE infrastructure and to determine investment priorities, such as the expansion of MICE venues connected to hotels and local tourist destinations.

D. CONCLUSION

Based on the results of data analysis conducted using the Structural Equation Modeling (SEM) method, this research successfully addresses the main objective, which is to analyze the use of MICE tour packages in Malang City and their impact on increasing business and bleisure tourist visits.

The use of MICE tour packages has been proven to have a direct positive impact on the consumption patterns of business tourists. This shows that when MICE tour packages are well-designed, complete, and integrated, business travelers are more encouraged to engage in various consumption activities, such as visiting tourist attractions, enjoying local cuisine, and shopping for souvenirs during their visit.

Additionally, the use of MICE tour packages also significantly influences business travelers' preference for bleisure, which means extending their stay and enjoying leisure activities after their business agenda is complete. This bleisure preference subsequently acts as a mediator that connects the use of MICE travel packages with the consumption patterns of business travelers. In other words, attractive MICE tour packages that support additional leisure activities can increase interest in bleisure, which in turn enhances the consumption patterns of business travelers.

This research also emphasizes that the increasing trend of bleisure is a strategic opportunity for the tourism industry in Malang City to boost business tourist visits while also extending the

duration of their stay. However, this trend has not yet been fully utilized by tourism service providers, considering the limited MICE tour packages that specifically accommodate the needs of bleisure travelers. Therefore, the results of this research not only provide an empirical overview of the relationship between the use of MICE tourism packages, bleisure preferences, and the consumption patterns of business travelers, but also lay a strong foundation for the development of more innovative and integrated tourism products in the city of Malang.

Based on these findings and conclusions, there are several important recommendations that can be used as a reference by stakeholders in the tourism sector, including Tour service providers and destination managers in Malang City should strive to develop MICE tourism packages that not only meet business activity needs but are also flexibly designed to support bleisure activities. This can be achieved by adding attractive and easily accessible tourism options and a variety of activities during the tourists' stay. Supporting facilities such as comfortable transportation, quality accommodation, and easy access to various tourist attractions must be taken seriously. These factors will greatly influence business travelers' decisions to extend their stay and engage in additional leisure activities. Local governments and tourism industry players need to enhance the promotion and marketing of MICE tourism packages integrated with bleisure activities through various channels, including digital marketing, so that more business travelers are attracted to choose Malang City as their main destination. For future research, it is recommended to expand the scope of the study by considering other variables that may influence the consumption patterns of business tourists, such as the impact of digital technology, service innovation, and cultural and social factors. In addition, testing should also be conducted in various other regions so that the results can be more general and applicable. With the implementation of these recommendations, it is hoped that Malang City can become a competitive MICE and bleisure destination and be able to enhance its contribution to the tourism sector and the local economy sustainably.

REFERENCES

Aurellia, A. Z. (2022). Analisis Potensi Bisnis MICE di Kota Malang. Spectra.

Davidson, R., & Cope, B. (2018). *Business Events*. Routledge.

Eki Puji Wicahyati, N. R. (2021). MICE di Era Pandemi Dalam Rangka Membangkitkan Sektor Pariwisata Kota Malang. Jurnal Pariwisata Vol 2 no 1

Ezueuduji, I. O. (2024). Bleisure Travel Reimagined: Implications for Research. International Conference (pp. 1-9). South Africa: Academic Conferences International Limited .

Ferdinand, A. (2014). *Metode Penelitian Manajemen: Pedoman Penelitian untuk Skripsi, Tesis, dan Disertasi Ilmu Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.

Getz, D., & Page, S. J. (2016). *Progress and prospects for event tourism research*. *Tourism Management*, 52, 593–631. https://doi.org/10.1016/j.tourman.2015.03.007

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage Learning.

Heri Setyawan, e. a. (2024). Pengembangan Destinasi MICE di Jakarta dan Yogyakarta. Jurnal Politeknik Negeri Jakarta.

Khairul Mahadi, T. H. (2023). Strategi Pengembangan Kota Surakarta Menjadi Kota MICE. Jurnal Planesa (Planologi).

Kusuma, C. S. (2019). MICE - Masa Depan Bisnis Pariwisata. Jurnal UNY.

Puji Lestari, E. T. (2021). Model Komunikasi dan Informasi dalam Pengelolaan Bencana. Jurnal Komunikasi.

RWD, S. (2020). Pengaruh Bandar Udara Abdul Rachman Saleh terhadap Pengembangan Kegiatan MICE di Kota Malang. Warta Penelitian Perhubungan.

Sativa, A. L. (2021). Pengaruh Aspek MICE Terhadap Kuniungan Wisatawan ke Kota Malang diEra New Normal. Journal ofEvent, Travel and Tour Management, 40-48.

Sasongko, R. (2020). Pengaruh Bandar Udara Abdul Rachman Saleh terhadap Pengembangan Kegiatan MICE di Kota Malang. Warta Penelitian Perhubungan.

Sheng-Hshiung Tsaur & Cheng- Hsien Tsai. (2023). Bleisure travel experience: Scale development and

Validation. Journal of Travel & Tourism Marketing vol 40 No 1, 21-37.
Simpenti, R. (2016). Pengembangan Kota Malang Menjadi Kota MICE. ITN Jurnal.
Susanto, I. A. (2024). Strategi Pengembangan Pariwisata MICE di Indonesia: Potensi, Tantangan, dan Peluang. Juremi : Jurnal Riset Ekonomi.
Smith, M. K., & Sziva, I. P. (2019). *The evolution of MICE tourism: Events, meetings and conventions*. *Journal of Tourism Futures*, 5(3), 203–210. https://doi.org/10.1108/JTF-01-2019-0015
Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
Sulsier et.al. (2023). Leisure travel and business travel. Sci Study.
UNWTO. (2021). *International Tourism Highlights*. Madrid: World Tourism Organization.
Wilken Rezki Abadi, et. al. (2023). Analisis Bauran Pemasaran MICE di Sun Island Hotel Kuta Bali. Jurnal Kepariwisataan dan Hospitalitas Vol 7 No 1, 195-211.
World Travel & Tourism Council (WTTC). (2022). *Travel & Tourism Economic Impact Report*. London: WTTC.
Yohanes Paulus Hanny Wadhi, et .al. (2017). Persepsi Nilai Tambah dari Paket Wisata MICE. E Jurnal Ekonomi dan Bisnis Vol 6.
Zhang, H. &. (2023). Keeping Two Balls in the Air: The Bleisure Travel Experience. Tourism Management Perspectives, 1-9.