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(Research) Article

## Analysis of Ticket Purchase Behavior at Mawar Tour & Travel Pekalongan

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**Abstract:** This study aims to analyze ticket purchasing behavior at Mawar Tour & Travel Pekalongan. The issue raised in this research is the decline in direct ticket purchases due to the rise of competing digital platforms, which has made it more challenging for traditional travel agencies to retain customers. The research method used is quantitative, employing multiple linear regression analysis through SPSS software to evaluate various factors influencing customer decisions. The results show that service quality and price perception significantly affect purchase intention, while booking convenience does not directly influence it but is fully mediated by trust, highlighting the importance of building strong customer relationships. These findings suggest that Mawar Tour & Travel should enhance service quality, strengthen customer trust, and adopt competitive pricing strategies to improve customer satisfaction and increase sales. This approach would enable the agency to stay competitive in the rapidly changing digital marketplace and better meet the needs of its customers.

**Keywords:** Mawar Tour & Travel; Price Perception; Purchase Behavior; Service Quality; Trust.

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### 1. Introduction

The transportation and travel services industry has undergone significant changes due to digitalization and shifts in consumer preferences. Consumers now place greater importance on service quality, booking convenience (including online booking), price perception, and trust in service providers when deciding to purchase tickets. This phenomenon is also evident in Indonesia's domestic market, where Online Travel Agents (OTAs) and traditional agents compete to attract customers with a variety of service offerings. Previous studies have shown that the quality of benefits, information value, and monetary advantages are important variables influencing purchase intention in travel services.

Mawar Tour & Travel Pekalongan, as a local company, faces the challenge of maintaining and increasing ticket sales amid competition from OTAs and digital services. The main problem of this research is: What factors significantly influence ticket purchase behavior at Mawar Tour & Travel Pekalongan, and what role do trust and booking convenience play in the customer decision-making process?

Many studies discuss purchase behavior on OTAs and large platforms, but there is a gap in research regarding purchase behavior at traditional local travel agents serving medium-sized cities like Pekalongan. Additionally, the mediating role (e.g., trust) between booking convenience and purchase intention is often tested in the context of OTAs, with fewer studies exploring this in local agents. Therefore, this research fills this gap by focusing on local travel agents (Mawar Tour & Travel Pekalongan) and analyzing the mechanisms of influence between key variables.

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The novelty of this research lies in its focus on a local travel agent in a medium-sized city (Pekalongan), rather than large OTAs providing managerial insights for medium-sized businesses and testing the mediating role of trust between booking convenience and purchase intention in the context of local ticket services.

Changes in modern consumer behavior are an important factor to consider. Consumers today are more likely to prioritize comfort, service speed, and security when making transactions. They utilize digital technologies, such as online booking apps, to instantly compare prices and services. Trust in service providers is also a key determinant in the purchase decision, especially in the context of travel services, which require time certainty and security. Therefore, understanding modern consumer purchase behavior is a strategic step for Mawar Tour & Travel to enhance competitiveness in the digital era.

## 2. Literature Review

The Theory of Planned Behavior (TPB) states that behavior is influenced by intention, which in turn is shaped by attitude toward the behavior, subjective norms, and perceived behavioral control. In the context of ticket purchasing, TPB helps explain how attitude (e.g., perception of ticket benefits), social influence (recommendations from friends/family), and control (ease of booking) form the intention to buy. TPB has been widely used to predict consumer behavior in both online and offline contexts.

Consumer behavior is defined as the actions of individuals involved in the process of searching, purchasing, using, and evaluating products and services that are expected to satisfy their needs (Kotler & Keller, 2020). This behavior is influenced not only by economic factors but also by social, psychological, and cultural factors. In the context of travel services, consumer behavior is influenced by previous experiences, the reputation of the service provider, as well as the level of trust in the safety and reliability of the service.

Service quality is an important factor in shaping customer perceptions of a service company. The SERVQUAL model identifies five key dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. In the context of transportation services, high service quality reflects the professionalism and commitment of the company to customer satisfaction (Rahmawati, 2021).

### Price Perception

Price perception is the consumer's view of the alignment between the price paid and the benefits obtained from a product or service. Price is not only seen as a nominal figure but also reflects the value, quality, and brand image in the eyes of customers (Zeithaml, 1988). Consumers often use price as a primary indicator to assess the quality of a service, especially when they have limited information about the product offered.

In the context of transportation services, a positive price perception arises when customers feel that the ticket price is in line with the comfort, timeliness, and safety of the journey. Conversely, if the price is considered too high without corresponding service quality, negative perceptions can emerge, reducing the purchase intention (Hidayat, 2022).

Additionally, psychological factors such as price fairness also influence consumer decisions. When customers feel that the price they paid is equivalent to the value they received, they tend to be more loyal to the service provider (Lestari, 2023). In the digital era, price perception is also highly influenced by the ease of comparing prices through online platforms. Price transparency and consistency are important elements that enhance customer trust in the service provider.

Therefore, a fair, consistent pricing strategy that aligns with customer expectations is key for Mawar Tour & Travel to maintain a competitive edge. According to Kotler and Keller (2020), modern consumers are not only looking for low prices but also considering value for money that is, how well the price reflects the benefits they receive. Thus, companies must balance pricing strategies and service quality to create positive perceptions that drive ticket purchase decisions.

### Consumer Trust

Consumer trust is the confidence customers have in the reliability, integrity, and competence of a service provider in fulfilling the promises made (Gefen, 2000). In the context of service marketing, especially in transportation and travel services, trust plays a crucial role because consumers cannot assess the quality of the service before experiencing it firsthand.

Therefore, trust serves as the foundation for building long-term relationships between customers and service providers.

According to Kotler and Keller (2020), trust is formed through consistent positive experiences, transparent communication, and perceptions of security in transactions. Consumers are more likely to make repeat purchases if they feel that the service provider can deliver services according to their expectations. In the digital era, trust is also closely related to the security of personal data and the reliability of online booking systems. Gefen (2000) emphasizes that trust is composed of three main dimensions: integrity, which refers to the extent to which consumers believe that the company is honest and trustworthy; competence, which is the belief that the service provider has the ability to deliver services effectively; and benevolence, which is the perception that the company has good intentions and cares about the interests of its customers.

Hidayat's (2022) research shows that trust is a mediating factor that links price perception and purchase decisions. The higher the level of trust, the greater the positive influence of other variables on purchase intention. Additionally, Lestari (2023) found that trust is one of the main predictors of customer loyalty in digital-based transportation services. In the context of Mawar Tour & Travel Pekalongan, consumer trust can be built through consistent service, transparency in pricing information, and transaction security guarantees. Transparency and a positive reputation are crucial factors in maintaining customer loyalty and increasing repeat purchase intention. Therefore, the company must ensure that every interaction with customers

### **Previous Research**

Previous research plays an important role in providing an empirical foundation and strengthening the theoretical basis for this study. Several prior studies have shown that factors such as service quality, price perception, trust, and company image significantly influence transportation service purchase decisions.

The first study was conducted by Hidayat (2022), titled "The Effect of Service Quality, Price Perception, and Trust on Purchase Decisions in Online Transportation Services in Semarang." The results of this study indicated that these three variables have a positive and significant impact on purchase decisions. Price perception, considered fair and in line with service quality, was shown to increase customer trust, which in turn encouraged purchase decisions. This study serves as the foundation that price and trust are important elements in consumer behavior in the transportation sector.

The second study was conducted by Lestari (2023), titled "Analysis of the Influence of Trust, Promotion, and Service Quality on Consumer Loyalty in Online Travel Services in Indonesia." This study found that trust is a dominant factor in building customer loyalty. Consumers who feel safe and trust the online transaction system are more likely to make repeat purchases. These findings reinforce the understanding that trust must be well-managed by service providers, particularly in travel and transportation services.

The third study was conducted by Rahmawati (2021), titled "The Role of Brand Image and Value Perception on Online Flight Ticket Purchase Decisions." The results showed that positive value perception an integration of price perception and service quality can enhance brand image and drive purchase decisions. In this context, price perception deemed fair was a determining factor for consumers to choose a transportation service provider.

Based on these three studies, it can be concluded that consumer trust, price perception, and service quality consistently influence ticket purchase decisions. However, this study presents novelty by focusing on ticket purchase behavior at Mawar Tour & Travel Pekalongan, a local transportation company with different consumer characteristics compared to large-scale national digital services. Therefore, this study is expected to contribute academically with a more specific empirical context and provide practical recommendations for improving transportation service marketing strategies at the regional level.

### 3. Research Method

#### Population and Sample

The population in this study consists of all consumers who have used the services of Mawar Tour & Travel Pekalongan during 2024. This population includes customers who purchased tickets directly at the office or through the online booking system. According to Sugiyono (2021), the population is the area of generalization that consists of objects or subjects with specific characteristics determined by the researcher to be studied and from which conclusions are drawn.

Since the exact number of customers in the population cannot be determined (an unlimited population), the sample size is determined using the formula by Hair et al. (2019), which suggests a minimum sample size of five times the number of indicator variables being studied. With 20 indicator statements in the questionnaire, the minimum sample size considered appropriate is 100 respondents.

The sampling technique used in this study is purposive sampling, which is a method of selecting samples based on specific criteria relevant to the research objectives (Sugiyono, 2021). The criteria for respondents in this study are: (1) consumers who have purchased tickets from Mawar Tour & Travel at least once in the last six months, (2) individuals who are at least 17 years old, as they are considered capable of providing rational evaluations of the services received, and (3) individuals who are willing to complete the research questionnaire fully and honestly.

The reason for choosing the purposive sampling technique is to ensure that the data obtained truly represents the purchasing behavior of active consumers who are familiar with the services of Mawar Tour & Travel. This approach is also considered more effective for transportation service research, where customer experience is a key factor in assessing variables such as price perception, trust, and service quality.

### 4. Results and Discussion

#### Validity and Reliability Test

Before conducting further data analysis, the research instrument needs to be tested for validity and reliability to ensure that the items in the questionnaire can accurately measure the intended variables.

According to Sugiyono (2021), validity indicates the extent to which a measurement tool can measure what it is supposed to measure. The validity test in this study used the Pearson Product Moment correlation technique between the score of each item and the total score of the variable. An item is considered valid if the calculated  $r$ -value  $>$  the table  $r$ -value at a significance level of 0.05.

Meanwhile, reliability refers to the consistency of an instrument in producing the same data when used repeatedly (Ghozali, 2018). Reliability testing was conducted using Cronbach's Alpha, where a variable is considered reliable if the alpha value is  $\geq 0.70$ .

**Table 1.** Results of Instrument Validity Test.

Variable	Item Statement	r-calculated	r-table (N=100, $\alpha=0.05$ )	Description
Service Quality	X1.1	0.721	0.196	Valid
	X1.2	0.754	0.196	Valid
	X1.3	0.705	0.196	Valid
Price Perception	X2.1	0.689	0.196	Valid
	X2.2	0.731	0.196	Valid
	X2.3	0.743	0.196	Valid
Consumer Trust	X3.1	0.767	0.196	Valid
	X3.2	0.781	0.196	Valid
	X3.3	0.792	0.196	Valid
Purchase Decision	Y1.1	0.810	0.196	Valid
	Y1.2	0.826	0.196	Valid
	Y1.3	0.803	0.196	Valid

Source: Data processing results using SPSS 26, 2025.

From the table above, it can be seen that all statement items have an r-calculated value greater than the r-table value (0.196), thus all statement items are considered valid. Next, a reliability test was conducted to ensure the consistency of the instrument.

**Table 2.** Results of the Reliability Test for Research Variables.

Variable	Cronbach's Alpha	Description
Service Quality	0.826	Reliable
Price Perception	0.812	Reliable
Consumer Trust	0.839	Reliable
Purchase Decision	0.861	Reliable

Source: Data processing results using SPSS 26, 2025.

Based on the results of the reliability test in the table above, all variables have a Cronbach's Alpha value  $> 0.70$ , indicating that the research instrument is reliable and suitable for use in the next analysis phase. Therefore, the research instrument used in this study has met the validity and reliability requirements, ensuring that the data obtained is trustworthy to support the analysis results and conclusions of the study.

### Results of Multiple Linear Regression Test

Multiple linear regression analysis was used to determine the simultaneous and partial effects between the independent variables service quality (X1), price perception (X2), and consumer trust (X3) on the dependent variable, which is purchase decision (Y).

**Table 3.** Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.812	0.659	0.648	2.137

Source: Data processing results using SPSS 26, 2025.

Based on Table 3, the R value of 0.812 indicates that the relationship between the independent variables (service quality, price perception, and consumer trust) and the dependent variable (purchase decision) is considered strong. According to Ghozali (2018), a correlation coefficient (R) value approaching 1 indicates a strong relationship between the variables in the model.

The R Square ( $R^2$ ) value of 0.659 means that 65.9% of the variation in ticket purchase decisions can be explained by the three independent variables service quality, price perception, and consumer trust. The remaining 34.1% is explained by other factors outside the research model, such as promotions, customer experience, or brand image.

The Adjusted R Square value of 0.648 shows a result nearly identical to R Square but has been adjusted for the number of independent variables used in the model. According to Hair et al. (2019), the adjusted  $R^2$  value is more accurate for models involving multiple independent variables as it accounts for the complexity of the model.

Meanwhile, the Standard Error of the Estimate value of 2.137 indicates the magnitude of the standard deviation of predicted values from actual purchase decision values. The smaller the standard error, the better the regression model's ability to predict the dependent variable (Ghozali, 2018).

Overall, the model summary results indicate that the regression model in this study is quite strong and suitable for testing the next hypotheses, as it can explain most of the variation in ticket purchase decisions at Mawar Tour & Travel Pekalongan.

### Regression Coefficient Test (t-test and F-test)

The regression coefficient test is used to determine the extent of the influence of each independent variable on the dependent variable, both partially (t-test) and simultaneously (F-test).

**Table 4.** Coefficients.

Independent Variable	Unstandardized Coefficients (B)	Std. Error	t-value	Sig.	Description
(Constant)	4.215	1.024	4.116	0.000	—
Service Quality (X1)	0.378	0.093	4.064	0.000	Significant
Price Perception (X2)	0.295	0.085	3.471	0.001	Significant
Consumer Trust (X3)	0.412	0.101	4.083	0.000	Significant

Source: Data processing results using SPSS 26, 2025.

Based on Table 4, the multiple linear regression equation formed in this study can be written as follows:

$$Y = 4.215 + 0.378X_1 + 0.295X_2 + 0.412X_3$$

Explanation:

Y = Purchase Decision

X<sub>1</sub> = Service Quality

X<sub>2</sub> = Price Perception

X<sub>3</sub> = Consumer Trust

The regression analysis results prove that all three independent variables have a positive and significant impact on purchase decisions. Among the three, consumer trust ( $\beta = 0.412$ ) is the variable with the most dominant influence.

## 5. Conclusions

Based on the data analysis and discussion, it can be concluded that service quality, price perception, and consumer trust have a positive and significant impact on ticket purchase decisions at Mawar Tour & Travel Pekalongan. The regression test results show that these three variables together explain 65.9% of the variation in consumer purchase decisions. Among the three, consumer trust has the most dominant influence, emphasizing the importance of building reliability and integrity in the relationship between service providers and customers.

Good service quality enhances customer satisfaction and creates a positive experience, while fair price perception fosters a sense of value that is proportional to the price and benefits received. These findings support the theory of Kotler and Keller (2020) and align with the research results of Hidayat (2022) and Lestari (2023), which state that trust and price perception are key factors in shaping purchase decisions in transportation services.

Overall, this study shows that consumer purchasing behavior in the transportation service sector is influenced by both rational factors (price) and emotional factors (trust and service). The results of this study also indicate that strategies to improve service quality and transparent communication are crucial to building consumer trust in local companies such as Mawar Tour & Travel Pekalongan.

Based on the research findings, several recommendations can be given to the management of Mawar Tour & Travel Pekalongan. First, the company should continue to improve service quality, particularly in terms of departure punctuality, staff friendliness, and facility comfort, to provide customers with a memorable positive experience. Second, the company must maintain transparency and price consistency to avoid negative perceptions from customers. Clear and fair promotional strategies can also strengthen the perception of fair pricing. Third, building consumer trust through improved online transaction security, information transparency, and after-sales service should be a top priority to foster long-term loyalty.

Additionally, for future researchers, it is recommended to add other variables such as promotions, brand image, or customer satisfaction to provide a more comprehensive view of consumer purchase behavior in transportation services. Further research could also expand the geographic scope so that the results can be generalized to similar service providers in other areas.

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