

Literature Review: Factors Influencing Purchasing Decisions in the Service Industry

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Abstract

This research focuses on the factors that interact with each other and influence consumers' purchasing decisions, as well as how implementing effective marketing strategies can influence these decisions across various industry sectors. The purpose of the study is to examine studies that are relevant to purchase decisions, this study uses a qualitative method with a systematic literature study approach, which is an assessment and analysis of previous research related to purchase decisions, using the keywords "Purchase Decision" and "Travel" in the period from 2004 to 2024 (20 years). The results of the study found that purchasing decisions are influenced by cognitive dissonance, social influence, corporate alliances, brand equity, brand preferences, gender roles: female dominance, online forum browsing, price, online reviews, promotions, demographics, travel preferences, domestic family decisions, brand decisions, price decisions, circle of acquaintance decisions, compromises, temporal constructions, perceived ease of use, electronic word of mouth, content marketing, Brand image, lifestyle, trust in tour packages, trust in payment methods, intention to purchase tour services, promotion of online tour services, place of residence, previous purchase experience, information sources used and perception of reliability, professional status, age, education level, financial situation, and perception of value.

Keywords: Literature Review, Purchase Decision, Marketing Strategies

Introduction

A company, in general in its goals must expect the company to survive in the business undertaken, it is no exception in this case a service company. Therefore, companies engaged in services need to take steps so that their companies can be in demand or selected by the public, especially in terms of preparing a marketing strategy.¹ The effective application of the concept of service marketing will affect consumer behavior, and consumer behavior can influence the decision to choose.²

A purchase decision is a consumer's decision to choose and then be ready to make a purchase or exchange between money and a promise to pay with the right to own or use a good or service.³ This process involves a series of considerations that affect consumers when determining which products or services to buy.⁴ There are

¹ Abdul, *Manajemen Pemasaran Jasa (Konsep Dasar dan Strategi)*, (Jakarta: CV. Eureka Media Aksara, 2023).

² Hu Tao, *et. al.*, "The Impact of Consumer Purchase Behavior Changes on the Business Model Design of Consumer Services Companies Over the Course of Covid-19," *Frontiers in Psychology*, Vol. 13, (March, 2022).

³ Philip Kotler and Gary Armstrong, *Prinsip-Prinsip Pemasaran*. Ed. 12., Terj. Bob Sabran, (Jakarta: Erlangga, 2008).

⁴ Rifky Ramadhan and Yulia Aristianingrum, "Penelitian Dampak Sosial Media Instagram terhadap Keputusan Pembelian dan Minat Beli Konsumen," *Jurnal Manajemen dan Profesional*, Vol. 5, No. 2, (2024).

several review studies on voting decisions, such as research conducted,⁵ revealed that the factors influencing online purchasing decisions have an essential role in helping industry players, such as hotels, design more effective marketing strategies, as well as research,⁶ this study shows that factors such as perceived ease of use, electronic word of mouth and content marketing can influence purchasing decisions with brand image as a mediating variable. Based on these studies, the formulation of the problem in this study is how these factors affect consumers' purchasing decisions, as well as how the right marketing strategies can improve purchasing decisions in various industry sectors, especially in the growing digital era.

Service marketers must understand customer behavior and implement marketing strategies to meet customers' needs or preferences. This means a company, in this case, must know about current customer behavior and foresee changes in the future. Therefore, successful marketing is having a strong relationship with customers, understanding their changing behavior, and being able to adapt to market changes.

Service marketing is an activity or benefit that can be offered by one party to another that is essentially intangible and does not result in any ownership, the product can be a physical product or not, while according to other experts, marketing services is an activity an economy in which one party offers to another, usually on a time and performance basis, to deliver a desired result by a recipient, object, or other asset that can purchase.⁷ Service marketing is the process of creating, offering, and exchanging valuable goods and services with other parties. In addition, service marketing helps change purchasing decisions.⁸ Based on the definition of some of the above experts related to service marketing, service marketing can be interpreted as an offering activity from one party to another in which there is a process to change consumer purchasing decisions.

A purchase decision is a step where the consumer has a choice and is then ready to make a purchase or exchange between money and a promise to pay for the right to own or use a good or service,⁹ the decision of choosing is a mental process in which each person chooses one action from several actions that are based on evaluating and comparing a variety of existing alternatives,¹⁰ choosing decision is a stage in the consumer decision process where consumers make decisions to buy products or services after evaluating various existing alternatives,¹¹ selecting

⁵ Asnawati, *et. al.*, "The Effects of Perceived Ease of Use, Electronic Word of Mouth and Content Marketing on Purchase Decision", *International Journal of Data and Network Science*, Vol. 6, No. 1, (2022).

⁶ Asnawati, *et. al.*, "The Effects of Perceived Ease of Use, Electronic Word of Mouth and Content Marketing on Purchase Decision".

⁷ Lovelock and Wirtz, "Service Marketing Mix", *In Encyclopedia of Tourism Management and Marketing*, (2016).

⁸ Alan Wilson, Valarie A. Zeithaml, *et. al.*, *Services Marketing: Integrating Customer Focus Across the Firm*, (London: Mc Graw-Hill, 2018).

⁹ Philip Kotler and Gary Armstrong, *Prinsip-Prinsip Pemasaran*, Ed. 12., Terj. Bob Sabran, (Jakarta: Erlangga, 2008).

¹⁰ Herbert Alexander Simon, "Models of Man: Social and Rational; Mathematical Essays on Rational Human Behavior in Society Setting," New York: Wiley, (1957).

¹¹ John A. Howard and H. Sheth, "The Theory of Buyer Behavior," by John A. Howard; Jagdish N. Sheth Review by: George H. Haines, Jr. *Journal of the American Statistical Association*, Vol. 65, No. 331 (1970).

decisions is a mental process that involves choosing between two or more different options, a person's perception of the features of a product or service, as well as their emotional or affective connection with the brand will influence the purchase decision,¹² purchasing decisions are the result of interaction between individual attitudes to the products or services offered.¹³ From some of the expert definitions, it can be concluded that the purchase decision is an act of each individual deciding to buy a product or service after a process of considering various alternatives or options available.

The purpose of this literature review research is to try to uncover relevant previous research studies related to the factors that affect the decision to choose within the scope of services.^{14, 15, 16} In addition, this study also aims to uncover state of the art from previous studies and identify the limitations contained in these studies.^{17, 18, 19} Last but not least, this study also aims to uncover suggestions for future research based on findings from previous studies.^{20, 21, 22} This research is important because it can be the basis for further research focusing on purchasing decisions in the context of the service industry.

Methodology

This article uses a qualitative method with a systematic literature study approach, which is an assessment and analysis of previous research related to purchase decisions, the researcher collects data and information from previous research using the Publish or Perish (PoP) application, and searches through the Scopus menu with the keywords "purchase decision" and "travel" in the period

¹² Judith Lynne Zaichkowsky, "Measuring the Involvement Construct: A Cross-Cultural Examination of Food Shopping Behavior," *Journal of Consumer Research*, Vol. 12, No. 3, 341.

¹³ Martin Fishbein and Icek Ajzen. *Predicting and Changing Behavior: The Reasoned Action Approach*, (Psychology Press, 2011).

¹⁴ Masduki Ir, et. al., "Analisis Faktor-faktor yang Mempengaruhi Keputusan Kuliah di Perguruan Tinggi Swasta," *Entrepreneur: Jurnal Bisnis Manajemen dan Kewirausahaan*, Vol. 4, No. 1, (2023).

¹⁵ Juraidah Harahap, et. al., "Faktor-Faktor yang Mempengaruhi Pengambilan Keputusan Petani Salak dalam Memilih Saluran Pemasaran," *Jurnal AGRISEP: Kajian Masalah Sosial Ekonomi Pertanian dan Agribisnis*, (2018).

¹⁶ Aulia Dwi Wahyuni, et. al., "Faktor-faktor yang mempengaruhi Kinerja, Pengambilan Keputusan: Kepemimpinan, Komunikasi, dan Motivasi (Literature Review Pengambilan Keputusan Manajerial)," *Jurnal Ekonomi Manajemen Sistem Informasi*, Vol. 4, No. 6, (2023).

¹⁷ Deri Oktaviano, "Pengaruh Faktor Psikologis dan Sosiologis terhadap Pengambilan Keputusan Pembelian Mobil (Studi pada Konsumen Mobil Avanza di Provinsi Lampung)," *Journal Strategy of Management and Accounting Through Research and Technology (SMART)*, Vol. 1, No. 2, (2022).

¹⁸ **Shella Gilby Sapulette**, et. al., "Pengaruh Keterbatasan Sistem Informasi dan Otoritas Pengambilan Keputusan terhadap Akuntabilitas Kinerja Instansi Pemerintah Daerah," *Fair Value: Jurnal Ilmiah Akuntansi dan Keuangan*, Vol. 4, No. 8, (2022).

¹⁹ Yugi Setyarko, "Analisis Persepsi Harga, Promosi, Kualitas Layanan, dan Kemudahan Penggunaan terhadap Keputusan Pembelian Produk Secara Online," *Jurnal Ekonomika dan Manajemen*, Vol. 5, No. 2, (2016).

²⁰ Yani Aguspriyani, et. al., "Pengaruh Strategi Digital Marketing terhadap Keputusan Pembelian Produk Asuransi pada Generasi Milenial," *At-Tawassuth: Jurnal Ekonomi Islam*, Vol. 8, No. 1, (2023).

²¹ Premi Wahyu Widyaningrum, "Pengaruh Label Halal dan Celebrity Endorser terhadap Keputusan Pembelian (Survei pada Konsumen Wardah di Ponorogo)," *JESI (Jurnal Ekonomi Syariah Indonesia)*, Vol. 6, No. 2, (2017).

²² Domo Tambunan and Sri Wahyuni, "Pengaruh Media Sosial dan Kualitas Layanan terhadap Loyalitas Konsumen dengan Reputasi Perusahaan dan Keputusan Pembelian sebagai Variable Intervening pada PT. TCI Consulting," *Journal of Economic, Bussines and Accounting (COSTING)*, Vol. 7, No. 3, (2024).

from 2004 to 2024 (20 years), from these keywords, there were 29 certified livelihood results with 22 livelihood results in the form of articles, then from 22 articles, the researcher filtered the articles according to their relevance to this study, so that they got 13 relevant articles to be analyzed as well as a source of data, Because this research activity is a literature study, this research examines or criticizes the knowledge, ideas, or conclusions contained in scientific articles and formulates theoretical and methodological contributions to the topic of purchase decisions,²³ data analysis itself will be carried out by means of analysis according to²⁴ which includes data collection, data reduction, data presentation, and drawing conclusions.

Result and Discussion

Researchers obtained thirteen (13) previous research articles that serve as a source of research data after going through the process of data reduction, namely adjustments to the study, with the following review:

Article titled “The Effects of Social Influence and Cognitive Dissonance on Travel Purchase Decisions”, in the Journal of Travel Research.²⁵

State of the art in this study can be concluded that the theory of cognitive dissonance,²⁶ and social influence²⁷ has clear applicability in the purchase of travel. the study also highlights how internal conflicts and influence from others can affect the decision-making process related to travel. In addition, the study also shows the importance of active intervention from travel operators in dealing with service failures and responding to negative customer reviews to improve the customer experience. Discussion results from this study indicate that cognitive dissonance theory and social influence have a significant role in travel purchase decisions. The research highlights how individuals’ attitudes toward the environment can influence the level of dissonance they experience when choosing sustainable or unsustainable resorts for spring break. In addition, the social influence manipulated through traveler reviews also plays an important role in the consumer’s decision-making process.

A limitation research on this study that should be addressed in future research is that this study only used a sample of students at one university and did not generalize to other groups.

Future research that can be suggested in this study is that further research can expand and conduct a sample to see the extent to which the findings of this study can be generalized to a wider population, further researchers can examine more about traveler reviews and User-Generated Content on social media on travel purchase decisions, further research can be conducted to determine delving further into how individual attitudes towards the environment influence travel-related

²³ Hapzi Alia and Nandan Limakrisa, *Metode Penelitian Petunjuk Praktis untuk Memecahkan Masalah Bisnis, Penyusunan Skripsi, Tesis, Disertasi*, (Yogyakarta: Deepublish, 2013).

²⁴ Matthew B. Miles and A Michael Huberman, *Analisis Data Kualitatif: Buku Sumber tentang Metode-metode Baru*, (Jakarta: UI Press, 2009).

²⁵ S. Tanford and R. Montgomery, “The Effects of Social Influence and Cognitive Dissonance on Travel Purchase Decisions,” *Journal of Travel Research*, Vol. 54, No. 5, (2015).

²⁶ Leon Festinger, *A Theory of Cognitive Dissonance*, (California: Stanford University Press, 1957).

²⁷ William D Crano, “Milestones in the Psychological Analysis of Social Influence,” *Group Dynamics Theory Research and Practice*, Vol. 4, No. 1 (2000).

decision-making processes and how such factors can be leveraged in sustainable marketing strategies, further research may examine the impact of post-purchase dissonance on Post-travel behavior, including intention to return and eWOM, dissemination through reviews as well as research next it is recommended to add the control variable.

Critical in this study is that only used a sample of students from one particular university, it is important to consider whether the results found in that context can be widely applied to different populations, this study has limitations in its methodological design, such as the use of samples that may not be representative in their entirety or the use of well, the study focused on objects i.e. sustainable and unsustainable Resorts, a criticism that arises about the extent to which these findings can be applied to different contexts of travel purchases.

Article titled "Do Global Airline Alliances Influence the Passenger's Purchase Decision?", in the Journal of Air Transport Management.²⁸

State of the art in this study that makes an important contribution to the understanding of how global airline alliances influence passenger purchasing decisions. Using a comprehensive conceptual model, the study uncovers the relationship between global Airline Alliances, brand equity, brand preferences, and purchase intentions among international air passengers in Taiwan, the study also explores the importance of the influence of global Airline Alliances on the brand perception and brand preferences of passengers, which can help airlines in developing strategies more effective marketing. In addition, the study highlights the role of passenger engagement in the relationship between brand preference and purchase intention, demonstrating the importance of understanding consumer engagement levels in predicting purchasing behavior.

The limitation of this study's research is the limited sample, the fact that it focuses only on passenger perceptions in Taiwan, and the information obtained from airline and Alliance promotional materials, which may not fully reflect the true perceptions or interests of passengers.

Future research that can be suggested in this study researchers can further research various industries or countries to understand differences in perception and the impact of global Airline Alliances in particular and the impact of corporate alliances on purchasing decisions, further studies can use a more representative sample, not only limited to passenger samples from Taiwan.

Critical in this study is that secondary data from airline and Alliance promotional materials can reflect a marketing-directed perspective rather than the actual perception of passengers. Advanced research with primary data collected directly from passengers can provide more authentic insights.

Article titled "The Role of Family Members in the Family Holiday Purchase Decision-Making Process", in International Journal of Hospitality & Tourism Administration.²⁹

²⁸ Stephen W. Wang, "Do Global Airline Alliances Influence the Passenger's Purchase Decision?", *Journal of Air Transport Management*, Vol. 37, (May, 2014).

²⁹ Erdogan Koc, "The Role of Family Members in the Family Holiday Purchase Decision-Making Process," *International Journal of Hospitality & Tourism Administration*, Vol. 5, No. 2, (2004).

State of the art in this study that study uses a mix of methods, qualitative methods such as focus groups and in-depth interviews, as well as quantitative methods such as filling out questionnaires to understand the decision-making process of family vacations, this study highlights the role of gender in the decision-making process of family vacations, by showing the dominance of women the participation of panelists from various backgrounds, in this study came from academic and administrative circles, taking into account the different roles of husband and wife in the decision-making process of vacation.

Limitation research in this study is a limited sample, with only ten couples staying at four different resorts on the Aegean and Mediterranean coast in Turkey, other limitations in this study are that there are only two groups of panelists, one consisting of men and the other consisting of women, and the panelists are selected from academic and administrative personnel of the University local and school, not experts.

Future research in this study researchers can further explore how technological developments and the use of social media affect gender roles in the holiday decision-making process.

Critical in this study include limitations in the generalization of the sample, limitations in gaining a deep understanding of gender roles in family vacation decision-making, limitations in the cultural context that affects the generalization of findings, bias in the data obtained from respondents, and limitations in considering all variables that can affect gender roles in family vacation decision making.

Article titled “Is User-Generated Content Always Helpful? The Effects of Online Forum Browsing on Consumers’ Travel Purchase Decisions”, in Decision Support Systems Journal.³⁰

The state of the art in this study is that it explores the impact of online forum browsing behavior on consumer purchasing decisions in the travel industry. Using clickstream data from leading online travel agencies in China, through the foraging information theory approach, the study identified that relevant information in online forums could facilitate consumers’ information acquisition process and increase purchase intentions. However, the presence of a mixture of irrelevant information in online forums can also lead to fewer or even no purchases due to distraction from unrelated information, this article makes an important contribution to understanding how browsing online forums can affect consumer purchasing decisions in the travel industry, the managerial implications proposed in this article are also provides guidance for e-commerce companies in designing their online forums to improve user experience and increase purchase intent.

Limitation Research that needs to be considered in this study is the limited clickstream data used in the research clickstream data does not provide enough detailed information to identify specific consumer browsing behavior, such as whether they post or just read messages in online forums, so these limitations can affect the level of analysis that can be done in the study, in, the data used came from

³⁰ Xianghua Lu, *et. al.*, “Is User-Generated Content Always Helpful? The Effects of Online Forum Browsing on Consumers’ Travel Purchase Decisions,” *Decision Support Systems Journal*, Vol. 137, (October 2020).

only one online travel agency in China, so the study can not generalize the findings to cheaper travel products or products in other industries where consumers may not require extensive information collection.

Future research attempts to gain a deeper understanding of consumers' browsing behavior in online forums, including whether they actively participate by posting or simply reading information, this may provide additional insight into how consumers' interactions with online forum content influence purchasing decisions, further research could expand the scope of the study to consider information from multiple sources influencing consumer behavior, follow-up research can test whether the findings from this study can be applied to other industries besides the travel industry by conducting cross-industry research can help in understanding whether the effect of browsing online forums on consumer purchasing decisions is universal or specific to a particular industry, as well as to use geographically different.

Critical in this study include data limitations because this article uses clickstream data from only one online travel agency in China, which has limitations in the representation of consumer variation and browsing behavior of online forums in general, that the use of a wider and diverse dataset can increase the validity of the findings of this study, this article identifies some limitations in the analysis, such as not being able to identify specific consumer browsing behavior and not being able to observe external information retrieval activity.

Article titled "Online Travel Agencies: Factors Influencing Tourists' Purchase Decisions", in *Journal of Tourism & Management Studies*.³¹

State of the art in this study that this article makes an important contribution to understanding the consumer behavior of travelers in using Online Travel Agencies (OTAs) and the factors that influence their purchasing decisions i.e. pricing, online reviews, and promotions. Compared to the previous article, this study offers a more in-depth analysis of the determinants of travelers' online purchase intentions through OTAs, particularly in Porto and northern Portugal, in addition, it also provides a more comprehensive insight into the factors that influence online purchase decision process, which can help hotel industry players in designing strategies more reliable marketing, the study also illustrates the importance of customer satisfaction in increasing sales and maintaining the high competitiveness of OTAs, this article makes a significant contribution in the understanding of OTAs consumer behavior and can be a valuable source of information for hotel industry players and academic researchers.

Limitation of research that needs to be considered in this study is a limited sample size (sample of 397 respondents) and a low response rate that affects the generalization of research results, this study does not compare consumer behavior in various OTAs, limiting the generalization of findings.

Future research that can be suggested for future research to conduct further analysis using methods such as confirmatory factor analysis or structural equation modeling to explore the factors that influence the decision to purchase tourists through OTAs, further research can compare the influence of factors presented in

³¹ Ivete Pinto and Conceição Castro, "Online Travel Agencies: Factors Influencing Tourists' Purchase Decisions," *Tourism and Management Studies*, Vol. 15, No. 2, (2019).

the OTAs portal, such as facilities, location, and specific characteristics (e.g., pet friendly, gay friendly, etc.) on traveler behavior, subsequent research may conduct comparisons between various factors influencing purchase decisions with travel motivations and consumer lifestyles to gain a more comprehensive understanding of traveler preferences and behaviors, conduct more in-depth research on how consumer characteristics and factors influencing purchase decisions may differ across different OTAs platforms, researchers can further expand the study sample to include users from different OTAs and other target regions to get a more representative picture of consumer behavior in using OTAs services.

Critical in this study include data limitations because this article uses clickstream data from only one online travel agency in China, which has limitations in the representation of consumer variation and browsing behavior of online forums in general, that the use of a wider and diverse dataset can increase the validity of the findings of this study, this article identifies some limitations in the analysis, such as not being able to identify specific consumer browsing behavior and not being able to observe external information retrieval activity.

Article titled “An Examination of Purchase Decision-Making Criteria: A Case of Turkey as a Destination”, in *Journal of Hospitality Marketing & Management*.³²

State of the art in this study that this article the researcher used a questionnaire method consisting of two parts to collect data on demographic information and travel preferences of tourists, as well as purchase decision-making criteria, with exploratory factor analysis to determine the dimensions underlying the statements about purchasing decision-making criteria, the researcher analyzed the relationship between decision-making criteria in the hospitality sector with specific demographic characteristics and travel behavior using variance analysis.

In this study, demographic factors include: age, marital status, level of Education, type of work (occupation), and annual income, researchers analyzed how these demographic factors affect the decision-making criteria for purchasing tourists in Turkish destinations, and how demographic characteristics influence purchasing decisions to varying degrees. For example, age, marital status, education level, and annual income can affect a traveler’s purchasing preferences and decisions regarding lodging packages, pricing, brands, and influence from a circle of acquaintances.

In this study, tourist travel preference factors include: tourist expenses, lodging package type, and reason for lodging package preference, researchers analyzed how these travel preference factors affect the decision-making criteria for purchasing tourists in Turkish destinations. The results of the analysis showed that these factors of travel preferences play an important role in influencing tourists’ purchasing decisions, such as the influence of tourist spending and the type of lodging package on purchasing decision-making criteria.

Limitation research that needs to be considered in this study is that the use of a sample that is not representative as a whole limits the generalization of the findings of this study to a wider population, the sample used consisted of 897 respondents from various countries and domestic tourists in Turkey who collected

³² Nuray Selma Ozdipciner, *et. al.*, “An Examination of Purchase Decision-Making Criteria: A Case of Turkey as a Destination,” *Journal of Hospitality Marketing & Management*, Vol. 19, Issue 5, (2010).

data through questionnaires distributed by students in a hotel, this in response or interpretation of the data, as well as affecting the validity of the results of the study, in addition, although the study took into account various demographic factors and travel preferences, it is still possible that other variables are not taken into account but can influence the decision-making of tourist purchases, the data analysis carried out has which is considered with the purchase decision of tourists.

Future research that can be suggested for future research in order to be able to expand the sample of respondents from various countries and other tourist destinations and various other contexts, to gain a broader understanding of the factors that influence the decision-making of tourist purchases in various contexts, in addition, in addition to through questionnaires, future research may consider the use other data collection such as in-depth interviews or direct observation to gain a deeper insight into travelers' preferences and decision-making factors, further research can develop more complex analysis models to understand the relationship between demographic factors, travel preferences, and travelers' purchasing decision-making in more depth, it is also recommended for future research to be able to collaborating with the tourism industry, involving the tourism industry in research can help in directly identifying the needs and preferences of tourists, as well as directing research on issues that are relevant and beneficial to practitioners.

Article titled "The Influence of the Compromise and Travel Temporal Construal Heuristics on a Purchase Decision", in *Tourism Management Perspectives*.³³

State of the art in this study includes the incorporation of two key concepts, namely the compromise effect and temporal constructs, to understand how these two heuristics influence purchasing decision-making in the context of Tourism. This research provides new insights into how these factors can influence consumer preferences and revenue management strategies of tourism companies. In addition, this study also incorporates the concept of constructional psychology-level theory into promotional strategies in the hospitality industry, thus, this study not only provides a deeper understanding of the psychological factors that influence purchasing decisions in the tourism industry, but also provides a new look at how psychological concepts can be applied in marketing strategy and revenue management in the tourism sector.

Limitation research that needs to be considered in this study is the use of samples, where students as research subjects. Although the use of student samples has the advantage of increasing internal validity and controlling certain variables, such as age, education level, and social status, the generalization of the results of this study is limited, students may have different consumer preferences and behaviors from the general population, so the results of the study cannot be directly applied to tourism consumers as a whole. In addition, this study used a scenario-based survey design and experimental design in the classroom, which can limit the generalization of findings into real-world situations, research involving a wider sample of actual customers and conducted in the field can provide more generalizing conclusions, another limitation is the focus on compromise i.e. pricing strategies from cost

³³ Ji Youn Jeong, *et. al.*, "The Influence of the Compromise and Travel Temporal Construal Heuristics on a Purchase Decision," *Tourism Management Perspectives*, Vol. 33, (2020).

orientation perspective, without considering the perspective of competition and customer value orientation, it can reduce the diversity in revenue management strategy proposed by this study, because factors such as demand, price elasticity, and price level of competitors also need to be considered ineffective pricing.

Future research that can be explored based on this study is for future research to consider the use of a more diverse sample, including not only students but also tourism consumers from various backgrounds and demographics, it can help in improving the generalization of research findings into a wider population of Tourism consumers, further research is expected to conduct research in the field, not just in the classroom, so that it can provide a deeper insight into how psychological factors, namely the effects of compromise and temporal construction in influencing purchasing decisions and can provide a more comprehensive understanding of consumer preferences in the tourism industry, in addition, further research can expand perspectives in pricing to include aspects competition and customer value, taking into account factors such as demand, price elasticity and price level of competitors, a more holistic and effective pricing strategy can be developed.

Article titled “Cross-Cultural Differences in Purchase Decision-Making Criteria”, in *International Journal of Culture, Tourism, and Hospitality Research*.³⁴

State of the art in this study that the study highlights demographic factors, preferences and attitudes simultaneously in understanding travel decision-making behavior, that Turkish, European, and Asian tourists in Turkey have differences in demographics, preferences and attitudes, as well as decision-making factors, Turkish tourists tend to make purchase decisions based on domestic and price families, while European and Asian tourists are more likely to consider the brand and circle of acquaintances in the purchase decision, there are significant differences between tourist groups in the purchase decision preferences, indicating the existence of variations in the factors influencing the purchase decision between different demographic groups, the demographic factors analyzed are family-based purchase decisions, brand, price, and circle of acquaintances can provide valuable insights in understanding cross-cultural differences in purchasing decision making, this study uses oblique factors to reduce the attitude dimension, which shows the importance of considering multiple variables in understanding behavior, this study uses a priori thinking approach in formulating research strategies, data collection, and analysis, to obtain more accurate and relevant information.

Limitation research of note in this study only focused on tourists in Turkey from three specific demographic groups (Turkish, European, and Asian), so the generalization of findings to the global tourist population is limited, data collected from university students in Turkey does not fully reflect overall tourist preferences, although the study considered factors as with demographics, preferences, and attitudes, there may be other variables that are not considered that may also affect consumer preferences and behavior, additional variables that are not included in the analysis may limit a deeper understanding of the factors that influence tourist purchasing decision making.

³⁴ Nuray Selma Ozdipciner, *et. al.*, “Cross-Cultural Differences in Purchase Decision-Making Criteria,” *International Journal of Culture, Tourism and Hospitality Research*, Vol. 6, No. 1, (2012).

Future research that can be explored based on this study is to be able to use a more representative and thorough sample Method to expand the scope of the tourist population studied, so that the results of the study can be more general and widely applicable, further research can expand the analysis by including additional variables that affect consumer preferences and cultural, social, or economic factors and also add other factors that may influence the decision-making of purchasing tourists from various cultural backgrounds to gain a more comprehensive understanding, subsequent studies may use more sophisticated and complex statistical analysis methods to understand more deeply the relationship between the variables studied, such as multivariate regression analysis or oblique factor analysis, later research may develop more in-depth theories and concepts about cross-cultural purchasing decision making by considering factors such as cultural values, social norms, and more complex consumer preferences or later researchers may conduct more extensive comparative research with different tourist destinations to understand differences in preferences and consumer behavior from a variety of cultural backgrounds.

Article titled “The Effects of Perceived Ease of Use, Electronic Word of Mouth and Content Marketing on Purchase Decision,” in International Journal of Data and Network Science.³⁵

State of the art in this study includes several things that are the main focus of this study highlights the use of brand image as a mediation variable in understanding the influence of perceived ease of use, electronic word of mouth, and content marketing on ticket purchase decisions in the traveloka application, this approach provides new insights in understanding how brand image can mediate the relationship between the factors, the perceived ease of use has a significant influence on the purchase decision, that factors such as ease of use, ease of learning and clarity of the application interface contribute to the consumer’s purchase decision, electronic word of mouth has a positive and significant influence on the purchase decision that positive reviews submitted through social media can influence consumer purchases, although content marketing does not have an influence on purchasing decisions directly, with dimensions of quality and quantity of information provided to consumers and indicators used are relevant, accurate, easy to understand, easy to find, and consistent, but indirectly if through brand image has a positive and significant impact, with taking into account these factors, this study provides an in-depth understanding of how perceived ease of use, electronic word of mouth, and content marketing can influence ticket purchase decisions in the traveloka application through brand image as a mediation variable.

Limitation research that needs to be considered in this study is the relatively small sample size (130 respondents) and focus on Traveloka application users only, which can limit the generalization of findings, in addition, this research was conducted at a certain time and in the context of the Covid-19 pandemic, so changes in market conditions or consumer behavior in the future may not be represented, the use of survey methods as an approach to this study may also lead to respondent

³⁵ Asnawati, et. al., “The Effects of Perceived Ease of Use, Electronic Word of Mouth and Content Marketing on Purchase Decision,” *International Journal of Data and Network Science*, Vol. 6, No. 1, (2022).

bias or inaccuracies in the measurement of the variables studied.

Future research that can be explored based on this research is that future researchers can expand the sample size to improve the generalization of findings, in addition, the study can involve users of various online travel applications to compare the effect of perceived ease of use, electronic word of mouth, and content marketing on purchasing decisions, longitudinal research that involving observation over time can provide deeper insight into how those factors change over time and different market conditions. In addition, considering external factors such as government regulation or industry trends can also be an interesting research area to explore.

Article titled “The Influence of Value Perceptions on Tourist Souvenir Purchase Decisions”, in the International Journal of Tourism Research.³⁶

State of the art in this study includes several things that become the main focus is to discuss the importance of value perception in tourist souvenir purchasing decisions, where the dimensions of value perception is the perception of functional value (benefits obtained from purchased souvenirs), perception of social value (social relationships associated with the purchase of souvenirs), perception of monetary value (measuring the monetary value or price given to a souvenir), emotional value perception (assessing the emotional value or feelings associated with the purchased souvenir), novelty value perception (the uniqueness aspect of the souvenir) and souvenir purchase intention (assessing the extent to which tourists intend to purchase souvenirs during their trip), using a theoretical framework like Social Exchange Theory, this study reveals how tourists value souvenirs as part of the travel experience, in addition, this article also highlights the importance of tourist experience and quality of life in understanding tourist souvenir purchasing behavior, as well as the validity of discriminants in variant-based structural equation modeling, thus, this article makes a contribution it is important in understanding the factors that influence tourist souvenir purchasing decisions and how perceived value plays a key role in this study.

Limitation research that needs to be considered in this study is the use of a limited sample that affects the generalization of findings outside the sample used in the study because the sample used was only 380 respondents from State University Business students in the southeastern United States, this can limit the representation of the general population, due to the characteristics of homogeneous this study asked respondents to remember recent trips so that respondents’ answers varied based on the location of the destination and how Recent their last trip was before taking the survey.

Future research that can be explored based on this research is that further research is recommended to use more diverse and representative samples to improve the generalization of findings, as well as consider respondents’ travel experiences in more detail not just recent trips, further research can develop a more comprehensive model by including additional relevant variables, such as the influence of emotional the value of novelty on souvenir buying behavior, it is recommended to conduct

³⁶ Wei Wang, *et. al.*, “The Influence of Value Perceptions on Tourist Souvenir Purchase Decisions,” *International Journal of Tourism Research*, Vol. 26, Issue 1, (February 2024).

comparative research between different tourist destinations to understand the difference in the effect of perception value on souvenir buying intentions.

Article titled “Analysis of Factors Influencing Decisions to Purchase Airline Tickets Online during the Covid-19 Pandemic”, in International Conference on Computer Science, Information Technology and Engineering (ICCoSITE).³⁷

State of the art in this study includes several things that are the main focus, namely this study focuses on the influence of certain factors on online airline ticket purchase decisions during the Covid-19 pandemic conditions, this provides relevant and actual insights in identifying changes in consumer behavior during the global health crisis, this study shows that the variable price, promotion, and lifestyle has a partial influence on online purchasing decisions online, in addition, this study uses a variety of statistical analysis methods such as heteroscedasticity test, multicollinearity test, multiple linear test, F test, and coefficient of determination. this comprehensive analysis approach reinforces the validity and reliability of the research findings. Thus, the study expands the understanding of the factors that influence the decision to purchase air tickets online during the Covid-19 pandemic, as well as the use of sophisticated statistical analysis methods to support the research findings.

Limitation research that needs to be considered in this study is the type of respondent that does not vary in terms of demographics, the criteria for respondents are only individuals who have made online purchases of airline tickets during the Covid-19 pandemic whose age range of respondents is between 15 to 64 years as many as 113 respondents, a relatively small sample, does not of the large population, respondents were also selected not by any particular criteria, this limits the generalization of the study findings to the wider population, thus, the results from this study cannot fully reflect the variation in online airfare buying behavior during the Covid-19 pandemic among various demographic groups.

Future research that can be explored based on this research is that further research can involve a more representative sample, further research can expand the sample by involving more diverse groups in terms of demographics such as age, gender, income, and educational background, in addition to further research can make comparisons between airline ticket purchase decisions online before and during the Covid-19 pandemic, it can provide more in-depth insights into changes in consumer behavior during crisis situations such as a pandemic, in addition to prices, promotions and lifestyle, future research may consider other factors that may also influence online airfare purchasing decisions online during the Covid-19 pandemic, such as trust in online platforms, quality of Service, and transaction security factors, as well as, future research can combine quantitative and qualitative research methods so as to provide a more holistic understanding of the factors that influence online air ticket purchase decisions during the Covid-19 pandemic.

Article titled “Antecedents in South American Tourists’ Decision to Purchase Tourist Packages to Bolivia Online”, in Revista de Turismo y Patrimonio Cultural.³⁸

³⁷ Yulius Lie, et. al., “Analysis of Factors Influencing Decisions to Purchase Airline Tickets Online during the Covid-19 Pandemic,” *International Conference on Computer Science, Information Technology and Engineering (ICCoSITE)*, (2023).

³⁸ Judith Vania Mercado and Judith Cavazos Arroyo, ©Antecedentes En La Decisión de Compra de Paquetes Turísticos a Bolivia Mediante Internet Por Parte de Turistas Sudamericanos, © *Revista de*

State of the art, this study makes a significant contribution to understanding the factors that influence the decision to purchase tour packages online by South American tourists visiting Bolivia, this study uses a comprehensive conceptual model by incorporating factors such as trust in online tour packages, trust in online payment methods, privacy concerns online information, attitude to offers and promotions of online tourist services, as well as the intention to purchase tourist services online. This broadens the understanding of the factors that influence online travel buying decisions, the study has a particular focus on South American tourists visiting Bolivia, who have different characteristics and preferences compared to the rest of the tourist population, this provides valuable insight into online travel buying behavior in specific markets, in addition to the study adds a new dimension by measuring attitudes towards online travel service offers and promotions, which can provide a deeper understanding of how promotions affect purchase intentions.

The results of this study include some important findings that may provide insight into the factors that influence the decision to purchase travel packages online by South American tourists visiting Bolivia. Here are some of the main results of the study:

This study found that the influence of trust in online travel packages has a positive effect on attitudes towards online travel offers and promotions, it shows that the influence of trust in online travel packages is an important factor that affects consumer perceptions of online offers.

No effect of trust on online payment methods, the findings suggest that online information privacy concerns positively influence attitudes towards online travel offers and promotions, suggesting that online information privacy concerns may influence consumer perceptions of online offers.

A positive attitude towards online travel offers and promotions has a positive effect on the intention to purchase online travel services, this shows that consumer attitudes towards online offers and promotions can influence purchasing decisions.

The results of this study provide practical implications for online travel service providers to pay attention to factors such as trust, information privacy, and promotion to increase consumer purchase intention. Thus, the results of this study provide a deeper understanding of the factors that influence online travel purchase decisions and can serve as a basis for the development of more effective marketing strategies in the tourism industry.

Limitation research that needs to be considered in this study is that some of the limitation research in this study is that this study used a transversal study design and was conducted in one location (Cochabamba, Bolivia) only, it can limit the generalization of findings because it does not include geographical variations and other contexts that may affect online travel purchasing behavior, the probabilistic (convenience sampling) that can affect the representativeness of respondents and generalization of findings, studies that use more representative samples can provide more reliable results, this study focused only on South American tourists visiting Bolivia, expanding the scope of the sample to include tourists from different

geographical areas can provide a more comprehensive understanding of the factors that influence the decision to purchase online travel, although this study used strong quantitative methods, methodological limitations that can be corrected in the next study is the addition of the use of qualitative methods to gain deeper insights.

Future research that can be explored based on this research is that subsequent research can conduct longitudinal research that involves collecting data from respondents over a more extended period of time can provide more in-depth insight into changes in online travel purchasing behavior over time, subsequent research can use more representative sampling methods, such as random samples, to ensure the diversity and representativeness of respondents from different geographical backgrounds and regions, further research can develop a more comprehensive model by considering additional factors that may influence online travel purchase decisions, such as social norms, behavioral controls, or cultural factors, researchers further suggested conducting comparative studies between tourists from different countries or geographic regions to compare the factors that influence online travel purchase decisions in various contexts, it is recommended that further research combine quantitative and qualitative approaches in research to gain a more holistic understanding of the factors that influence online travel purchase decisions, additional research is recommended develop more specific and valid variable measurements to measure constructs, such as variables of trust, information privacy and attitude towards online travel offers.

The article is titled “The Impact of the Covid-19 Pandemic Threat on Purchase Decisions of Travel Agency Customers in Poland”, in the Polish Journal of Sport and Tourism, Sciendo.³⁹

State of the art study includes an in-depth analysis of the changes in the holiday package purchasing process during the Covid-19 pandemic, this study provides an in-depth understanding of how the pandemic is affecting the purchasing decisions of travel agency customers in Poland, in addition, the study uses the logit model to determine the socio-economic and behavioral factors significant in influencing holiday package purchasing patterns during the pandemic, taking into account a variety of variables such as residence, the previous online purchasing experience, professional status, age, education level, and financial situation, the study provides valuable insights into how purchasing behavior changes during the Covid-19 crisis. Some of the factors that determine the choice of holiday package purchase patterns during the Covid-19 pandemic include: Place of residence: the probability of transfer of the entire decision-making process of purchasing holiday packages to the network is determined by the place of residence, the number of tourist services purchased online in advance: this factor also affects the probability of initiation physical, the sources of information used and the perception of its reliability: these factors affect the probability of initiation of the online purchase process and completion in the physical office, professional status, age, level of Education, financial situation: these factors also affect the probability of initiation of the online purchase process and

³⁹ Dudek Andrzej, *et. al.*, “The Impact of the Covid-19 Pandemic Threat on Purchase Decisions of Travel Agency Customers in Poland,” *Polish Journal of Sport and Tourism, Sciendo*, Vol. 29, No. 4, (December, 2022).

completion in the physical office.

Limitation research, which should be noted in this study, is the limited temporal and spatial coverage, this study covers only the first year of the pandemic (2020), while the situation in the tourism market is very changeable, as confirmed by the increase in the volume of vacation packages booked in 2022 compared to 2019, in addition, the spatial this study is limited to polish tourists only, it may affect the generalization of the results of the study to tourist populations from other countries or in different periods.

Future research that can be explored based on this study is to research the future, some of the areas that can be explored further in the context of the impact of the pandemic of Covid-19 on the purchase decision of customers travel agencies in Poland includes, doing advanced research to understand how the buying behavior of customers of travel agents to change after the pandemic Covid-19, it can be helpful in identifying whether the changes that occur during the pandemic sustainable or temporary, further research is recommended examines how environmental factors, such as government policies related to travel, the situation of global health, and economic stability, influence the purchase decision of customers of travel agents, it can give you insight into how external factors can affect the tourism industry, further research is recommended to do the research about how travel agents can develop an effective marketing strategy to attract return customers and build trust after the pandemic, this may involve the analysis of customer preferences, new needs, and expectations of post-pandemic, further research comparing the results of the research with other countries to see the difference in purchasing behavior of customers travel agencies during the pandemic, this can give you the perspective of cross-culture is important in understanding the global impact of the pandemic Covid-19, by exploring these areas, the next research can provide more insight into how the pandemic Covid-19 has impacted the tourism industry and the purchasing decisions of customers travel agencies in Poland.

Conclusion

Factors influencing purchasing decisions/choosing decisions from literature reviews that have been carried out, that purchasing decisions/choosing decisions are influenced by cognitive dissonance, social influence, corporate alliances, brand equity, brand preferences, gender roles: female dominance, online forum browsing, price, online reviews, promotion, demographics, travel preferences, domestic family decisions, brand decisions, pricing decisions, circle of acquaintances decisions, compromise, temporal construal, perceived ease of use, electronic word of mouth, content marketing, brand image, lifestyle, trust in travel packages, trust in payment methods, intention to purchase travel services, promotion of online travel services, place of residence, the previous purchasing experience, sources of information used and perceived reliability, professional status, age, education level, financial situation, and value perception. In addition to the influencing factors, this study also found that each study there are state of the art, and limitations in each study, and in each research, there is future research that is recommended for further research, making

it easier for subsequent researchers to find the novelty of their research and as an effort in the continuity of research.

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