

The impact of 9P's of marketing mix strategy towards the decision to purchase halal tourism services

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ABSTRACT

Introduction

Halal tourism has become one of the trends in the tourism industry, including in Indonesia. However, the research on character education-based halal tourism is still limited in number.

Objectives

This study aims to analyze the impact of the 9P's of the Marketing Mix strategy on purchasing decisions at PT Gaido Travel & Tours, Kudus Branch, a provider of character education-based halal tourism services.

Method

This quantitative study uses convenience sampling to collect data from 100 prospective customers who expressed interest in PT Gaido Travel & Tours, Kudus Branch, services. The questionnaire utilized a five-point Likert scale, ranging from 1 to 5, to capture participants' perceptions and opinions related to the research variables.

Results

The result shows that all the variables ie. product, price, promotion, place, physical evidence, people, processes, productivity, and priority, positively influence purchasing decisions both individually and simultaneously. Furthermore, the model in this study can explain approximately 60.6% of the variation in purchasing decision of character education-based halal tourism services.

Implications

The company to uphold exemplary customer service and continuously enhance the execution of the 9P's of Marketing Mix strategy. This entails fostering a culture where employees are attentive to customer needs and refining the price strategy by incorporating enticing features that aligns with industry standards.

Originality/Novelty

This study provides insights on how 9Ps of the Marketing Mix strategy can be implemented for a character education-based halal tourism services provider.

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INTRODUCTION

Nowadays, there is a growing trend in prioritizing the level of halal (permissible according to Islamic law) in various aspects of people's lifestyles, including the tourism sector. In the 2016 World Halal Tourism Awards competition held in Abu Dhabi, Indonesia emerged as a strong contender by winning 12 out of 16 contested categories (Fransisca & Kurniawan, 2018). Furthermore, research findings and industry rankings, such as the Global Muslim Travel Index (GMTI) by crescentrating with MasterCard in 2015, have positioned Indonesia as the world's sixth-largest halal tourism destination, following Malaysia and Thailand (Abrori, 2020). This presents an excellent opportunity for the Indonesian government to further develop the halal tourism sector, taking inspiration from successful promotional strategies employed by Malaysia and Thailand.

The influx of tourists to Indonesia, predominantly from Singapore, China, and Malaysia, has shown a significant increase in recent years. In 2015, the number of tourists reached 10,230,775, while in 2016, it rose to 11,519,275. Subsequently, in 2017, the figures soared to 14,039,799, followed by 15,810,305 in 2018, and 16,106,954 in 2019 (Destiana & Kismartini, 2020). In light of this, the Indonesian government should align its promotional efforts in the halal tourism sector with national-level tourism programs. This can be achieved by creating halal tourism packages, developing potential areas as halal tourism destinations, offering specialized service products, and prioritizing customer satisfaction.

Given these circumstances, various businesses have emerged to provide tourism travel services, Umrah and Hajj pilgrimage arrangements, franchise permits, and visa services. These businesses engage in fierce competition to attract more customers, thereby requiring them to constantly innovate in order to sustain their operations (Nurohman et al., 2023). Additionally, they must employ appropriate, effective, and efficient marketing strategies. The availability of diverse innovations and marketing strategies has made consumers more discerning in their purchasing decisions. This entails analyzing products before making a purchase, seeking information, making judgments, considering alternative options, and evaluating post-purchase behavior (Burnett & Lunsford, 1994; Mihart, 2012).

In this case, it is crucial for every company to have a comprehensive understanding of consumer behavior and effectively influence their purchasing decisions by employing the marketing mix strategy. Traditionally, the marketing mix comprises four elements: product, price, place, and promotion (Kwok et al., 2020). However, the marketing mix strategy has evolved to encompass nine elements known as the 9P's of Marketing Mix. These elements include product, price, place, promotion, people, physical evidence, process, productivity, and priority. By implementing this strategy, companies aim to shape consumer decision-making processes. Naturally, these decisions are closely tied to consumer satisfaction and dissatisfaction, an essential concept in marketing and consumer research (Tansuhaj et al., 1987; Iacobucci et al., 1995; Landrigan, 1999).

One of the companies competing in the provision of halal tourism services is PT Gaido Travel & Tours. This company offers a wide range of halal tourism services both domestically and internationally, with branches established in cities across Indonesia, including Kudus City, renowned for its religious tourism and Muslim majority (Praatmana & Arsyad, 2022). The strong Islamic identity of Kudus City serves as a compelling reason for PT Gaido Travel & Tours Kudus Branch to influence consumers to choose their services by leveraging marketing strategies, particularly the 9P's of Marketing Mix. However, regrettably, these efforts have not significantly impacted consumer purchasing decisions. Since its establishment, the company has experienced a decline in sales from late 2019 to 2021.

In addition to the decline in sales, another discrepancy arises from variations in research findings among different researchers. Supriyanto & Taali (2022) indicate that marketing mix variables significantly influence decision-making to stay at The Sun Hotel Madiun, both individually and collectively. On the other hand, Prasetio & Laturette (2017) suggest that products, places, and promotions influence purchasing decisions in the Chepito Tour & Travel business, whereas prices have no impact on purchasing decisions.

It is worth noting that there has been limited research on the influence of the 9P's of Marketing Mix strategy on purchasing decisions in halal tourism service companies. Therefore, it is essential to conduct further research to explore the effects of the 9P's of Marketing Mix strategy on purchasing decisions specifically at PT Gaido Travel & Tours, Kudus Branch, with the aim of increasing sales. The findings of this research will not only provide valuable insights but also serve as a foundation for future studies aimed at developing and implementing effective marketing mix strategies within the company.

LITERATURE REVIEW

Buying Decision

It is evident that analyzing consumer behavior is a complex task. This complexity arises from the multitude of variables that influence consumer purchasing decisions, and the interplay between these variables (Astuti et al., 2015). Another findings further support this notion by highlighting the various processes involved in decision making, including the recognition of needs, gathering information about products, evaluating and selecting products, making the purchase, consuming the product, and post-purchase evaluation (Engel et al., 1969; Kline & Wagner, 1994).

The act of making a purchasing decision involves individuals solving a problem by considering various available options. It is a result of a decision-making process where alternative choices are evaluated to identify the most suitable course of action. Understanding the consumer purchasing decision model serves as a valuable guide for marketers in developing effective marketing strategies that meet consumer expectations and provide benefits for marketers (Song et al., 2011; Komari et al., 2020; Astuti et al., 2021; Jędrzejewski et al., 2022). This aligns with other finding emphasizing the importance of meeting consumer expectations through maximizing services in order to enhance marketing strategies (Rahmah et al., 2018).

9P's of Marketing Mix Strategy

In the 1960s, McCharthy (1960) introduced the concept of the marketing mix, which consists of four elements referred to as the 4P's of Marketing Mix: product, price, promotion, and place (Perreault et al., 2013). According to Kotler & Keller (2021), the marketing mix is a group of marketing strategies aimed at achieving marketing objectives in the target market. Stanton (1984) defined the marketing mix as a combination of marketing variables, including product, price, promotion, and distribution process. Booms & Bitner (1981) expanded the marketing mix by introducing three additional elements: people (participants), physical evidence (physical evidence), and process (process), resulting in the 7P's of Marketing Mix. The 7P's of Marketing Mix have applied in many business researches including tourism (Ray et al., 2017; Indrayanti et al., 2020; Koc & Ayyildiz, 2021). For Indonesian context, Rahayu et al. (2018) found that product, price, place, promotion, and people had an impact on tourist decisions. However, physical evidence and process had no effect on tourist decisions, but they are still important for marketing tourism services and need to be improved.

The marketing mix for businesses engaging in services including tourism can be synthesized as follow:

- a. **Product:** The product can be defined as the whole concept of objects that provide value to consumers. Service companies produce products in the form of services, which are more difficult to protect by patents because they have no form. Therefore, the product mix strategy can be determined based on the quality of service, nature, and product design of the services offered.
- b. **Price:** Price is the value as a medium of exchange in the form of rupiah, cents, or other monetary medium. The price mix strategy with cost-oriented pricing indicators has a major influence on the quality of the services it offers.
- c. **Place:** Place is defined as the place where the service is provided. In service companies, the distribution channel mix strategy relates to easy access for consumers. This can be done by physically determining the location and provisions for the selection of intermediaries (agents).
- d. **Promotion:** Promotion is one-way information created to provide direction to individuals and groups when making exchanges in marketing. In this case, it is necessary to emphasize the appearance of the services offered when the implementation of personal promotion and marketing to consumers also needs to be done.
- e. **People:** People are people who participate in carrying out marketing activities through customer service activities and customer service planning. Every company must be able to apply the standards that have been determined through employee recruitment activities, providing training and motivation to employees, as well as providing objective assessments to employees. As it is hoped that employees will have an attitude of responsibility and have intellectual integrity in providing services to consumers.
- f. **Physical Evidence:** Physical evidence is the process of distributing services in a service company that provides performance facilities and communication

services, and the service process occurs because of the interaction between employees and consumers. Every company engaged in the service sector must try to reduce the level of risk that arises through offering physical evidence, for example by providing exterior and interior facilities.

- g. **Process:** Process is a whole of activities including procedures, tasks, schedules, mechanisms, activities, and routines by how products and services are distributed to consumers. In companies engaged in services, this process mix strategy can be done by providing excellent service. Be polite and friendly from start to finish and offer easy payment transactions for consumers, including excellent service that can be provided to consumers.
- h. **Productivity:** Productivity is related to service quality which is often used by service companies. The productivity mix strategy contained in this service company needs to be implemented in order to keep costs safe and under control. However, marketing managers need to be careful as to avoid the level and quality of service reducing, which could lead to a decrease in consumer purchasing decisions.
- i. **Priority:** Priority relates to the provision of certain services for consumers. Every consumer needs to be given the best service through employees who assist consumers in finding solutions to their problems, listening to consumer complaints, and providing the right answers for consumers.

Halal Tourism Services Based on Character Education

According to the Islamic Tourism Center-Malaysia, halal tourism is all activities related to events and experiences in travel according to Islamic law (Satriana & Faridah, 2018). Meanwhile, Henderson (2016) revealed that halal tourism is a process of developing a product and its marketing efforts that are useful for the Muslim community. Thus, halal tourism is all activities that are on a journey to a certain place by applying Islamic values. Rules for halal tourism services should be given to consumers in accordance with Islamic religious values or in accordance with the rules specified in the Qur'an and the Hadith of the Prophet Muhammad SAW. Chookaew et al. (2015) revealed that halal tourism has characteristics that need to be considered in order to support halal tourism services, including in terms of location, transportation, consumption and hotels (Soemaryani, 2019). Halal tourism has been important part of local sources for attraction in many provinces in Indonesia including Yogyakarta Special Region (Nurozi, 2021) and East Java (Carollina & Triyawan, 2019) where Muslims are predominated.

In offering halal tourism, character education is needed for tourists considering that there are still many who do not understand ethics while carrying out tourist trips. Education in Musrifah's research is a process of transferring knowledge from one individual to other (Yunita & Mujib, 2021). Character education is a process of transferring knowledge through the formation of characteristics, morals, and character to an individual so that the differences between individuals can be known. Character education in Islam is an important discussion because it shows character education in accordance with Islamic teachings that adhere to the Qur'an and the Hadith of the Prophet Muhammad SAW, as well as the opinions of other experts. Through halal

tourism activities based on character education, it can help tourists in obtaining universal values so that they could develop moral thoughts and behavior (Syafuruddin et al., 2021).

The development of the hypothesis in this study can be described as follows:

Hypothesis 1 product has an effect on purchasing decisions.

Hypothesis 2 the price has an effect on purchasing decisions.

Hypothesis 3 where the distribution has affected purchasing decisions.

Hypothesis 4 promotion has an effected on the purchasing decisions.

Hypothesis 5 participant has an effect on the purchasing decisions.

Hypothesis 6 physical evidence has an effect on the purchasing decisions.

Hypothesis 7 processes affect purchasing decisions.

Hypothesis 8 productivity has an effect on purchasing decisions.

Hypothesis 9 priorities affect purchasing decisions.

Hypothesis 10 products, prices, places of distribution, promotions, participants, physical evidence, processes, productivity, and priorities have a simultaneous effect on purchasing decisions.

METHOD

This study adopts a quantitative research approach, employing a causative research design. The primary independent variable under investigation is the 9P's of Marketing Mix strategy, while the dependent variable focuses on the purchasing decision. The target population for this research comprises potential customers interested in character education-based halal tourism services offered by PT Gaido Travel & Tours Kudus Branch. This study uses convenience sampling because of its simplicity and ease of implementation in research projects. Convenience sampling, unlike other sampling procedures, does not rely on random selection but instead focuses on picking persons who are easily accessible to the researcher. This strategy is especially beneficial when time restrictions, financial constraints, or other logistical obstacles prevent the use of more rigorous sampling methods. The sample size for this study consisted of 100 prospective customers who expressed interest in the character education-based halal tourism services provided by PT Gaido Travel & Tours Kudus Branch.

The respondents were given a questionnaire that was used to collect data for this study. Before administering the questionnaire, the researchers provided prospective respondents with a brief explanation of the purpose and nature of the study. The questionnaire was only given to participants who gave their consent to it. The questionnaire employed a five-point Likert scale ranging from 1 to 5. This scale allowed participants to express their perceptions and opinions regarding the investigated variables. Using this scale, the researchers sought to gain valuable insights into the attitudes, preferences, and experiences of the participants regarding the various aspects of interest. The Likert scale enabled a structured and standardized approach to data collection, which made it easier to analyze and interpret the participants' responses.

RESULTS AND DISCUSSION

In this case, the statements submitted by the researcher to the respondents were tested using the Reliability Test with the method *Cronbach's Alpha*. The test showed that the Cronbach's Alpha coefficient on each variable is more than 0.6. The variables in the study were stated as latent variables to be studied because the Cronbach's Alpha coefficient value was more than 0.6 and is showed in [Table 1](#).

Table 1. Reliability Test

Variable	Indicator	<i>Cronbach's Alpha</i>	Description
Product (X1)	Quality of Service, Nature and Design of Service Products	0.801	Reliable
Price (X2)	Cost Oriented Pricing	0.712	Reliable
Distribution Place (X3)	Physical Location Determination and Provisions for Selection of Intermediaries (Agents)	0.819	Reliable
Promotion (X4)	Online and Offline Promotion	0.645	Reliable
Participants (X5)	Employee Interaction with Consumers	0.875	Reliable
Physical Evidence (X6)	Provision of Exterior and Interior Facilities	0.758	Reliable
Process (X7)	Easy Payment Transaction Services and Offers	0.781	Reliable
Productivity (X8)	Service Level and Quality	0.762	Reliable
Priority (X9)	Provision of Certain Services for Consumers	0.842	Reliable
Purchase Decision (Y)	Purchasing Decision Making Process	0.905	Reliable

Source: SPSS Software Processed Data (2022)

At the hypothesis testing stage, the multiple linear analysis method was used with aim to find the relationship between the dependent variable and the independent variable ([Sahir et al., 2016](#)). The details are described in [Table 2](#).

Table 2. Hypothesis Test

Description	Regression Coefficient (B)	Sig.
Product to Purchase Decision	0.572	0.000
Price on Purchase Decision	0.651	0.000
Place of Distribution (Place) on Purchase Decisions	0.642	0.000
Promotion (Promotion) on Purchase Decision	0.520	0.000
Participants (People) on Purchase Decisions	0.731	0.000
Physical Evidence of Purchase Decisions	0.611	0.000
Process (Process) to Purchase Decision	0.683	0.000
Productivity to Purchase Decisions	0.480	0.000
Priority to Purchase Decision	0.680	0.000

Source: SPSS Software Processed Data (2022)

As for the interpretation of [Table 2](#), it can be seen that each variable used in this study has a positive effect on purchasing decisions. The coefficient value generated by the hypothesis test above shows a significance value of 0.000 which means <0.05 . In this case, all the hypothesis has showed a positive influence on purchasing decisions

can be supported. In the product variable (X_1), it is evident that there is a significant influence on purchasing decisions, thus accepting H_0 and rejecting H_a . These findings are consistent with previous research conducted in the international context (Tangeland, 2011; Ingram & Grieve, 2013; Diposumarto et al., 2015) as well as in the Indonesian context. As suggested by Prasetio & Laturette (2017), the product plays a crucial role in influencing purchasing decisions in the Chepito Tour & Travel business. In the marketing context, a product encompasses everything offered to the market with the aim of adapting and meeting consumer needs and desires (Kotler & Keller, 2021). At PT Gaido Travel & Tours Kudus Branch, the offerings of character education-based halal tourism services can be tailored to satisfy consumers' needs and desires, thus making the product strategy, which is based on service quality, nature, and product design, a significant influencer of purchasing decisions.

In the price variable (X_2), it demonstrates a significant influence on purchasing decisions. In this case, H_0 is accepted and H_a is rejected, and there is relevance to Stanton's (1984) views and previous studies (Pappas, 2017; Wiwin, 2018; Sianturi & Paludi, 2022). The results of this study are supported by findings suggesting the importance of price on the decision to purchase tourism services (Artawan & Ekawati, 2019; Barros & Sousa, 2019). Price can serve as a measure of an individual's satisfaction value for the purchased product, expressed in monetary units (Zhao et al., 2021). Pricing must be comparable to similar or equivalent businesses. The company starting a new business has to discover what their competitors are charging (Lorette, 2023). The price strategy employed by PT Gaido Travel & Tours Kudus Branch utilizes a package price system that includes providing vouchers and cash back for consumers, thereby influencing their purchasing decisions.

In the place variable (X_3), it is evident that there is a significant influence on purchasing decisions, with H_0 being accepted and H_a rejected. This finding is supported by the previous studies (Mulyati & Afrinata, 2018; Santoso et al., 2019). Place is how the marketing mix connects the product or service to the client, customer, or tourist. This part of the marketing mix involves distributing tourist products to store shelves or other ways to reach paying tourists. Tourism services usually involve attracting tourists (Lorette, 2023). The distribution location strategy implemented by PT Gaido Travel & Tours, Kudus Branch ensures easy access for consumers to carry out transactions, as it is located at Jalan Kapas Raya No. 9 Housing Megawon Indah, Teak, Kudus. Intermediaries, such as marketing freelancers and agents, are also involved to provide convenience for consumers in obtaining character education-based halal tourism service products, thereby influencing their purchasing decisions.

In the promotion variable (X_4), it is evident that there is a significant influence on purchasing decisions, leading to the acceptance of H_0 and the rejection of H_a . This finding is consistent with previous works (Gaffar, 2022; Tamba et al., 2022) emphasizing the role of promotion for tourism services. Furthermore, Prasetio & Laturette (2017) found that promotion significantly influences purchasing decisions in the Chepito Tour & Travel business. An effective advertising campaign is the most crucial aspect of successful growth of a tourism business. Careful planning and creative ideas are key

factors contributing to the success of any campaign (Peterson, 2023). At PT Gaido Travel & Tours Kudus Branch, the promotion strategy primarily emphasizes the presentation of character education-based halal tourism services, thus exerting an influence on purchasing decisions.

In the people variable (X_5), it is evident that there is a significant influence on purchasing decisions, leading to the acceptance of H_0 and the rejection of H_a . This finding aligns with the research highlighting the influence of people or employees on the decision to purchase a packaged tour (Artawan & Ekawati, 2019; Supriyanto & Taali, 2022). According to their research, people serve as valuable resources within a company, engaging in all activities related to producing products that fulfill consumer needs. Tour and activity companies depend on its representatives and client service. Tours, unlike businesses, are heavily influenced by the individuals customers encounter with (Nieh, 2022). The quality of the products produced is highly dependent on the abilities and competencies of employees. PT Gaido Travel & Tours Kudus Branch implements predetermined standards through employee recruitment, training, motivation, and objective assessments. Employees are required to possess in-depth knowledge of the widely marketed products and provide exceptional service to consumers, while also maintaining an attractive appearance to influence purchasing decisions.

In the physical evidence variable (X_6), it is evident that there is a significant influence on purchasing decisions, leading to the acceptance of H_0 and the rejection of H_a . This finding aligns with prior research that underscores the significance of physical evidence in the context of tourism and hospitality services (Sara et al., 2017; Ismail & Iriani, 2021). Physical evidence refers to tangible elements that consumers can directly perceive and evaluate, thus influencing their decision-making process. Tourists should receive physical proof of their bookings. Clean gear, vehicles, and other items. A storefront should be clean and the workers trained. Physical evidence is part of tourism branding, thus showing clients that a business meets requirements can encourage them to submit a positive review (Ng, 2018). At PT Gaido Travel & Tours Kudus Branch, the physical evidence strategy encompasses various aspects, including the Gaido Travel & Tours Kudus Branch Office, brochures, business cards, report formats, and other equipment such as computers, tables, chairs, bookshelves, and fans. However, it is crucial to consider potential risks associated with physical evidence, as consumers' responses to these elements can impact purchasing decisions.

In the process variable (X_7), it is evident that there is a significant influence on purchasing decisions, leading to the acceptance of H_0 and the rejection of H_a . The findings of this study provide credence to the idea that the process plays a significant part in shaping the decisions that tourists make about the kinds of tourism services they use. It is in agreement with the empirical finding that was suggested by prior studies (Ciriković, 2014; Relifra & Wardi, 2022). The process encompasses a series of activities involved in producing and presenting a product to consumers. A well-executed and correct process results in a high-quality product, while a flawed process can lead to consumer disappointment and dissatisfaction. PT Gaido Travel & Tours, Kudus Branch,

emphasizes excellent service quality, starting from friendly and polite communication with consumers. Communication is adjusted to provide knowledge and awareness about the product before offering it. Additionally, employees are expected to maintain a neat appearance, which contributes to an appealing impression for consumers and influences their purchasing decisions.

In the productivity variable (X_8), it is evident that there is a significant influence on purchasing decisions, leading to the acceptance of H_0 and the rejection of H_a . This finding aligns with the previous research (Angkasa et al., 2022; Maulana, 2022) on the importance of productivity for tourism sector. Improving productivity is crucial for controlling costs, but managers need to be cautious not to compromise service levels that may dissatisfy both customers and employees. PT Gaido Travel & Tours Kudus Branch implements productivity strategies to manage fixed costs effectively. The company owner relies on capable human resources, such as freelance marketers, to oversee various aspects of the company. Marketing managers also play a crucial role in ensuring that service levels and quality are not compromised, as such compromises can result in the cancellation of purchase decisions.

In the priority variable (X_9), it is evident that there is a significant influence on purchasing decisions, leading to the acceptance of H_0 and the rejection of H_a . This finding is consistent with the previous researches (Lita, 2010; Pradiatiningtyas, 2014; Yulita, 2017) that highlight the importance of priority strategy by providing specific services tailored to consumers' needs. PT Gaido Travel & Tours Kudus Branch implements the priority strategy by offering exceptional service, including assisting consumers in finding solutions to their problems, attentively listening to consumer complaints, and providing appropriate answers. These practices significantly influence the purchase decisions of consumers.

In conclusion, this study reveals that various marketing mix variables, including product, price, place, promotion, people, physical evidence, process, productivity, and priority, exert significant influences on purchasing decisions in the context of character education-based halal tourism services at PT Gaido Travel & Tours Kudus Branch. These findings align with previous research conducted in both international and Indonesian contexts. Understanding the impact of these variables is essential for companies operating in the tourism industry, as it enables them to develop effective marketing strategies that adapt to consumer needs and desires. By considering the influence of these variables and implementing corresponding strategies, businesses can enhance their ability to influence consumers' purchasing decisions, ultimately driving their success in the marketplace.

Table 3. Goodness of Model Test (F Test)

Model	Sum of Squares	df	mean Square	F	Sig.
1. Regression	20,426	9	2,270	17,944	0.000b
Residual	11,383	90	0.126		
Total	31,810	99			

Source: SPSS Software Processed Data (2022)

The F test conducted, as shown in Table 3, yielded a value of 17.944 with a significance value of 0.000, indicating a significance level of less than 0.05. This result implies that all the independent variables collectively have a positive impact on purchasing decisions, thus providing support for the hypothesis. The implementation of the 9P's of Marketing Mix strategy at PT Gaido Travel & Tours Kudus Branch demonstrates the ability to simultaneously influence consumers' decisions to purchase character education-based halal tourism services offered by the company. Subsequently, the analysis moves to the next stage, which involves examining the data using the Coefficient of Determination Test (R^2). This measurement allows for the calculation of the degree to which the model employed to explain the independent variables aligns with the data presented in Table 4.

Table 4. Determinant Coefficient Test (R^2)

Model	R	R Square (R^2)	Adjusted R Square (R^2)	Std. Error of the Estimate
1	0.801	0.642	0.606	0.35564

Source: SPSS Software Processed Data (2022)

The data presented in Table 4 reveals that the Adjusted R Square (R^2) value is 0.606. This indicates that approximately 60.6% of the variation in purchasing decisions can be explained by the variables of product (X_1), price (X_2), distribution area (X_3), promotion (X_4), participants (X_5), physical evidence (X_6), process (X_7), productivity (X_8), and priority (X_9). The remaining 39.4% of the variation is attributed to other variables that were not included in the analysis.

CONCLUSION

Based on the results of the research on the effect of the 9P's of Marketing Mix strategy on purchasing decisions at PT Gaido Travel & Tours Kudus Branch, it is evident that each independent variable consisting of product (X_1), price (X_2), promotion (X_3), place of distribution (X_4), process (X_5), participants (X_6), physical evidence (X_7), productivity (X_8), and priorities (X_9) has a positive influence on the dependent variable, namely purchasing decisions. Thus, all hypotheses suggesting a positive impact on purchasing decisions can be supported. Additionally, the findings of the study also align with several theories utilized in this research. Furthermore, all independent variables collectively have a positive influence on purchasing decisions. 60.6% of the variation in purchasing decisions can be explained by the independent variables, while the remaining 39.4% is attributed to other unanalyzed variables.

Hence, it can be observed that although the 9P's of Marketing Mix strategy has been implemented at PT Gaido Travel & Tours Kudus Branch and has shown to influence purchasing decisions, it is crucial to maintain excellent customer service and strive to enhance the implementation of the 9P's of Marketing Mix strategy. This entails ensuring that employees are responsive to consumer needs and exhibit a neat appearance, friendliness, and courtesy, as these factors contribute positively to the overall consumer experience and influence their purchasing decisions at PT Gaido Travel & Tours, Kudus Branch. Moreover, improvements in the price strategy, such as offering discounts,

vouchers, and cash-back options, along with competitive pricing that rivals other competitors, can further convince consumers to choose PT Gaido Travel & Tours, Kudus Branch.

However, it is critical to recognize the study's limitations, which are mostly connected to the small number of objects and samples investigated. As a result, it is recommended that future research initiatives use a bigger and more diverse sample size to improve the validity and generalizability of the results. Researchers will be able to gather a broader range of perspectives and experiences, providing for a more comprehensive understanding of the factors driving purchasing decisions in the context of the study.

Furthermore, it is recommended to broaden the scope of the investigation beyond the present parameters. Researchers can acquire a more comprehensive view of the elements influencing purchasing decisions within the business by evaluating other research objects or expanding the study to include multiple tourism service providers. Furthermore, including additional variables that may influence the decision-making process, such as customer demographics, cultural issues, or technology improvements, could increase the depth of the study and provide a more nuanced knowledge of consumer behavior.

By addressing these recommendations, future research attempts can expand on the findings of this study and contribute to the current body of knowledge on the subject of purchasing decisions in the tourism business. Researchers can provide useful insights and practical consequences for marketers, policymakers, and industry practitioners by taking a more holistic approach, ultimately leading to the creation of more successful ways to influence and optimize consumer decision-making processes.

Author Contributions

Conceptualization	L.D.P.K. & L.S.F.	Resources	L.D.P.K. & L.S.F.
Data curation	L.D.P.K. & L.S.F.	Software	L.D.P.K. & L.S.F.
Formal analysis	L.D.P.K. & L.S.F.	Supervision	L.D.P.K. & L.S.F.
Funding acquisition	L.D.P.K. & L.S.F.	Validation	L.D.P.K. & L.S.F.
Investigation	L.D.P.K. & L.S.F.	Visualization	L.D.P.K. & L.S.F.
Methodology	L.D.P.K. & L.S.F.	Writing – original draft	L.D.P.K. & L.S.F.
Project administration	L.D.P.K. & L.S.F.	Writing – review & editing	L.D.P.K. & L.S.F.

All authors have read and agreed to the published version of the manuscript.

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Informed Consent Statement

Informed consent was obtained from all subjects involved in the study.

Data Availability Statement

The data presented in this study are available on request from the corresponding author. The data are not publicly available due to institution's policy.

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Conflicts of Interest

The authors declare no conflict of interest.

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