

The Influence of Product Design, Price, and Promotion on Purchasing Decisions on Phinisi Ship Tour Packages in Labuan Bajo and Service Recovery as Mediation (Case study at PT. Komodo Escape Prawara)

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ABSTRACT

Labuan Bajo is one of the tourist areas visited by many tourists, of course, competition between companies is very tight. Company management competes to offer the best service to please tourists. This research aims to analyze the influence of product design, price, and promotion on the decision to purchase Phinisi boat tour packages in Labuan Bajo and service recovery as mediation. The number used in this research was 36 through saturated samples. Data collection was carried out using a questionnaire. Technique analysis data using SEM-PLS. The research results show that product design has a positive and significant effect on service recovery for phinisi boat tour packages in Labuan Bajo. Price has a positive and significant effect on service recovery for phinisi boat tour packages in Labuan Bajo. The promotion has a positive and significant effect on service recovery for Phinisi boat tour packages in Labuan Bajo. Product design has a positive and significant influence on the decision to purchase a Phinisi boat tour package in Labuan Bajo. Price has a positive and significant effect on the decision to purchase a phinisi boat tour package in Labuan Bajo. The promotion has a positive and significant effect on the decision to purchase a phinisi boat tour package in Labuan Bajo. Service recovery partially mediates the influence of product design on the decision to purchase a Phinisi boat tour package in Labuan Bajo. Service recovery partially mediates the influence of price on the decision to purchase a Phinisi boat tour package in Labuan Bajo. Service recovery partially mediates the influence of promotions on the decision to purchase Phinisi boat tour packages in Labuan Bajo.

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1. INTRODUCTION

Labuan Bajo is the main gate to Komodo National Park, has become a magnet for domestic and foreign tourists. Its natural beauty and rich culture attract millions of visitors every year [1]. Along with the increasing number of tourists, the tourist boat industry in Labuan Bajo is growing rapidly. Data from the West Manggarai Tourism Office shows that to date, Labuan Bajo has 215 tourist boat businesses, with 69 of them being phinisi boats. The phinisi ship, with its charming traditional design, has become an

icon of maritime tourism in Indonesia. The rapid growth of the tourist boat industry in Labuan Bajo has consequences in the form of increasingly fierce competition. Tourist ship entrepreneurs must continue to innovate and improve the quality of their services to attract tourists.

PT. Komodo Escape Prawara is one of the companies that has two phinisi ships, namely the Adishree phinisi ship and the Andamari phinisi ship. The following is data on total bookings for Phinisi Adishree and Phinisi Andamari ship tour packages from 2020-2023.

Table 1. Total bookings for Phinisi Adishree and Phinisi Andamari ship tour packages 2020 – 2023

Year	Order Total	Fluctuation
2020	25	-
2021	53	28
2022	88	35
2023	55	-33

Source: Data processed by researchers, 2024

Based on Table 1 above, in 2023, there will be a very significant decrease in 33 tour packages. This shows that there has been a decline in purchasing decisions for phinisi boat tour packages in Labuan Bajo through PT. Komodo Escape Prawara. The thing that influences a decrease in purchasing decisions is complaints. From several complaints recorded during the 2020–2023 period, PT. Komodo Escape Prawara has tried to handle complaints optimally. One example of an incident that occurred was when the Phinisi Adishree ship experienced engine failure in the middle of the sea. In handling it, PT. Komodo Escape Prawara took steps deemed appropriate, such as apologizing to affected customers and sending a replacement ship that was equivalent to the Phinisi Adishree. After the complaint was resolved, management also held a meeting with the guests to apologize directly, as well as providing compensation in the form of a one-day city tour. This action is expected to improve the image of PT. Komodo Escape Prawara is expected to increase purchasing decisions for tour packages in the future.

Another thing that was carried out by PT. Komodo Escape to increase the level of purchasing tour packages by designing unique tour packages. PT. Komodo Escape Prawara offers three types of travel packages, namely leisure, diving, and combined trips around Komodo National Park and outside Komodo National Park. For destinations within Komodo National Park and its surroundings, the diving trip program starts with a two-day and one-night trip. Meanwhile for leisure trips, starting from full day trips, sunset trips, and overnight programs starting from two days and one night. Meanwhile, for destinations outside Komodo National Park (Riung, Maumere, Alor, Bali, and Lombok), the trip program starts from two days and one night. The uniqueness of the tour package at PT. Komodo Escape Prawara includes dinner on the beach on the last day of the trip if the duration of the trip is four days or more and provides surprises for guests celebrating birthdays, anniversaries, and honeymoons. On board, the ship also provides entertainment such as chess, playing cards, karaoke, and crew dancing with guests. All of

this is an effort to differentiate the design of Komodo Escape tour packages from other companies, with the hope of improving purchasing decisions for tour packages in the future.

As for other things done by PT. Komodo Escape to increase the level of purchase of tour packages by adjusting prices with other phinisi ship tour packages, to remain competitive with other companies. Another thing that PT. Komodo Escape Prawara is taking various steps to promote the Adishree phinisi ship and the Andamari phinisi ship from 2018 to 2023. This promotional effort involves participation in various activities and events, such as taking part in the Table Top Majapahit Travel Fair, WTM London activities, Bali Beyond Travel Fair which is held annually, Asia Dive Expo, Table Top Surabaya, TABEX Lombok, and promotions through the Meta ads and Google Ads platforms.

In this context, further research aims to determine the influence of product design, price, and promotion on the decision to purchase Phinisi boat tour packages in Labuan Bajo and service recovery as mediation. It is hoped that the results of this research will provide valuable insight for PT. Komodo Escape Prawara and other tourism stakeholders to improve the tourist experience and maintain the competitiveness of the tourism industry in Labuan Bajo.

2. RESEARCH METHODS

Study uses Quantitative research, namely a research method based on the philosophy of positivism. The total sample in

this study consisted of 36 people consisting of travel agents or direct guests who had used the Phinisi Adishree and Phinisi Andamari ships, who had previously submitted complaints and these complaints had been responded to and resolved properly. Data collection techniques in this research are observation, interviews, questionnaires, and documentation. Data analysis techniques in this research use Structural Equation Modeling (SEM) is grouped into two approaches, namely the Covariance Based SEM (CBSEM) approach and Variance Based SEM or Partial Least Square (PLS) [2].

3. RESULTS AND DISCUSSION

3.1 Research Results

Data analysis in this research: First, the outer model analysis carried out includes evaluating convergent and discriminant validity. Then the inner model analysis carried out includes R-Square, F-Square, and hypothesis testing via coefficients.

a. Respondent Characteristics

This research uses primary data from questionnaires answered by respondents, namely 36 direct guests and travel agents of PT Komodo Escape Prawara, which is a determination of the saturated sample. The distribution of respondent characteristics data was collected to determine the characteristics of research respondents. Based on the results of the research conducted, the characteristics of the respondents are known in Table 2.

Table 2. Distribution of Respondent Characteristics

Characteristics	Amount	Percentage
Gender		
Man	26	72.2
Woman	10	27.8
Amount	36	100
Age		
18-25 Years	10	27.8
26-30 Years	14	38.9
31-40 years old	10	27.8
>40 years	2	5,6
Amount	36	100

Education		
SMA/SMK	7	19.4
Diploma	3	8.3
S1	26	72.2
Amount	36	100

Source: Data processed by researchers, 2024

b. Convergent Validity

Convergent validity from a measurement model with reflexive indicators assessed based on the correlation between item scores or component scores estimated with Software SmartPLS. An individual reflexive measure is said to be good if it correlates more than 0.70 with the

variable being measured. In this research, a loading factor limit of 0.7 will be used. The outer model value or correlation between variables and variables meets convergent validity because it has a loading factor value above 0.50. Results correlation between indicators and variables are shown in Table 3

Table 3. Outer Loading Results (Measurement Model)

Variable	Code	Outer loading	Information
Product Design	Dp1	0.984	Valid
	Dp2	0.961	Valid
	Dp3	0.914	Valid
	Dp4	0.956	Valid
Price	H1	0.786	Valid
	H2	0.862	Valid
	H3	0.543	Valid
	H4	0.827	Valid
Buying decision	KP1	0.596	Valid
	KP2	0.536	Valid
	KP3	0.655	Valid
	KP4	0.718	Valid
	KP5	0.732	Valid
	KP6	0.612	Valid
Promotion	Pr1	0.917	Valid
	Pr2	0.913	Valid
	Pr3	0.964	Valid
Service Recovery	SR1	0.520	Valid
	SR2	0.609	Valid
	SR3	0.590	Valid
	SR4	0.605	Valid
	SR5	0.729	Valid

Source: Data processed by researchers, 2024

Table 4. Construct Reliability Test Results

Variable	Composite Reliability (rho_a)	Cronbach's Alpha
Product Design	0.985	0.967
Price	0.866	0.766
Buying decision	0.724	0.715
Promotion	0.927	0.924
Service Recovery	0.837	0.797

Source: Data processed by researchers, 2024

c. **Hypothesis Testing Between Variables (Inner Models)**

Table 5. R-Square Value

Variable	R-Square
Buying decision	0.969
Service Recovery	0.868

Source: Data processed by researchers, 2024

Table 5 shows the R-square value of the service recovery variable is 0.868 and the purchasing decision variable is 0.969. The better the R-square value, the greater the ability of the exogenous variable to be explained by the endogenous variable, so the better it is equally structural.

d. **Direct Effect of Path Coefficient (Mean, STDEV, T-Values, P-Values)**

1. Test the Direct Effect Hypothesis
The significance of the estimated parameters provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the output result for inner weight. Table 6 provides the output estimate for structural model testing.

Table 6. Hypothesis Testing Results

Variable	Original sample (O)	T statistics (O/STDEV)	P values
Product Design -> Purchase Decision	0.334	3,128	0.002
Product Design -> Service Recovery	0.484	4,674	0,000
Price -> Purchase Decision	0.430	4,266	0,000
Price -> Service Recovery	0.414	3,894	0,000
Promotion -> Purchase Decision	0.458	3,942	0,000
Promotion -> Service Recovery	0.780	9,052	0,000
Service Recovery-> Purchase Decision	0.343	2,575	0.010

Source: Data processed by researchers, 2024

Hypothesis testing using the Partial Least Square (PLS) method is carried out using simulations for each hypothesized relationship using the bootstrap method. Method bootstrapping aims to see the significance value between variables. The hypothesis can be accepted if the test value bootstrapping is between ± 1.96 . If the t-statistic value is < 1.96 or $= 1.96$, then the hypothesis will be rejected. Table 6 shows that all path coefficients have a t-statistic value above 1.96, so they are declared to have a significant influence.

2. Testing Indirect Effects Through Mediating Variables

In testing the following hypothesis, the mediating role of the service recovery (SR) variable between product design (DP) and purchasing decisions (KP), the mediating role of the service recovery (SR) variable between price (H) and purchasing decisions (KP), the mediating role of the service recovery (SR) variable between price (H) and purchasing decisions (KP). service recovery (SR) variable between promotion (Pr) and purchasing decisions (KP).

As for testing the indirect influence hypothesis in this

research, the results of the analysis can be presented in Table 5.15 as follows:

Table 7. Recapitulation of Service Recovery Mediation Variable Test Results

No	Service Recovery Variable Mediation (Y1)	t count	Sig	Variance Accounted For (VAF) (%)	Note
1	Promotion -> Service Recovery -> Purchase Decision	2,498	0.013	36,848	Partial Mediation
2	Product Design -> Service Recovery -> Purchase Decision	2,390	0.017	33,164	Partial Mediation
3	Price -> Service Recovery -> Purchase Decision	2,097	0.036	24,848	Partial Mediation

Source: Data processed by researchers, 2024

The information obtained from Table 7 is the result of testing the mediating variables which can be presented as follows: service recovery (SR) partially and significantly mediates the indirect influence of product design (Dp), price (H), and promotion (Pr) on purchasing decisions (KP). According to Hair et.al (2016), testing the SEM-PLS mediation model using the VA (Variance

Accounted For) method. If the VAF value is > 80% it is called full mediation, if the VAF value is 20% to 80% it is called partial mediation, and if the VAF value is < 20%

To find out the overall effect for each relationship between the variables studied, a summary of the direct effects, indirect effects, and total effects can be presented in Table 8 below:

Table 8. Calculation of Direct, Indirect and Total Effects

No	Variable Relationships	Immediate Effect	Indirect Effects	Total Effect
1	Product Design -> Purchase Decision	0.334	0.166	0.500
2	Product Design -> Service Recovery	0.484	-	0.484
3	Price -> Purchase Decision	0.430	0.142	0.572
4	Price -> Service Recovery	0.414	-	0.414
5	Promotion -> Purchase Decision	0.458	0.267	0.725
6	Promotion -> Service Recovery	0.780	-	0.780
7	Service Recovery -> Purchase Decision	0.343	-	0.343

Source: Data processed by researchers, 2024

The information obtained from Table 8 above has the mediating effect of the service recovery (SR) variable on the indirect influence of promotion (Pr) on purchasing decisions (KP)

highest of 0.725, compared to the relationship of other variables.

3.2 Discussion

Based on the results of the PLS analysis, in this section, the results of the calculations that have been carried out

will be discussed. This research aims to determine the influence of product design, price, and promotion on purchasing decisions through service recovery. Testing is aimed at existing hypotheses so that you can find out how each variable influences the other variables.

a. The Influence of Product Design on Service Recovery of Phinisi Ship Tour Packages in Labuan Bajo.

The results of statistical data analysis show that product design has a positive and significant effect on service recovery, so the analysis from this research model shows that the more attractive the product designs offered by PT. Komodo Escape means recovery service is increasing.

The results of this study are consistent study [3] Linear Physical programming helps evaluate designs for optimal recovery processes such as dismantling, remanufacturing, recycling, or disposal. Service product design impacts service recovery by influencing quality and refund policy decisions, especially in uncertain customer assessment scenarios.

b. The Influence of Prices on Service Recovery for Phinisi Boat Tour Packages in Labuan Bajo.

Results Statistical data analysis shows that price has a positive and significant effect on service recovery, so the analysis from this research model shows that the more competitive the prices offered by PT. Komodo Escape means recovery service is increasing.

In line with the research results of [4] revealed appropriate pricing that reflects the cost of the service and directs users to efficient payment methods, reducing waste. Full cost recovery drives demand for services that use fewer resources, increasing economic efficiency.

c. The Effect of Promotion on Service Recovery of Phinisi Ship Tour Packages in Labuan Bajo.

Results Statistical data analysis shows that promotion has a positive and significant effect on service recovery, so the analysis from this research model shows that the more appropriate the promotion carried out by PT. Komodo Escape means recovery service is increasing.

So If a company succeeds and becomes famous, promotion is very important. Promotion is defined as an activity above all else, and the game actively contributes to introducing, teaching, and reminding consumers of the advantages of the products being marketed. Promotional activities aim to spread knowledge, attract attention, and increase consumers' desire to buy the goods offered [5]–[7]. When a service fails, service recovery is the result of strategies, plans, and procedures designed to overcome customer disappointment and restore the organization's reputation.

d. The Influence of Product Design on Purchasing Decisions on Phinisi Boat Tour Packages in Labuan Bajo.

The results of statistical data analysis show that product design has a positive and significant effect on purchasing decisions, so the analysis from this research model shows that the more attractive the product designs offered by PT. Komodo Escape then consumers can be retained profitably.

Decision Customer purchases will increase if the product design is attractive, distinctive, and trendsetting [8], [9]. Product design is concerned with the actions involved in creating high-quality products that meet consumer expectations. According to research conducted by [10], [11], product design has a positive effect on purchasing decisions.

e. The Influence of Price on Purchase Decisions on Phinisi Boat Tour Packages in Labuan Bajo.

Results Statistical data analysis shows that price has a positive and significant effect on purchasing decisions, so the analysis from this research model shows that the more competitive the prices offered by PT. Komodo Escape then the purchasing decision is made quickly.

To attract customers to make purchases, according to respondents, the price of Loffle Pop-Up Dessert is priced at a reasonable price. Nevertheless, several participants evaluated that the price of the product is commensurate with its quality and competitiveness, compared to other dessert offerings [12]–[14]. According to research conducted by [15], price has a positive and significant effect on purchasing decisions.

f. The Influence of Promotion on Purchasing Decisions on Phinisi Ship Tour Packages in Labuan Bajo.

Results Statistical data analysis shows that promotions have a positive and significant effect on purchasing decisions, so the analysis of this research model shows that the more appropriate the implementation of promotions by PT. Komodo Escape then the purchasing decision is made quickly.

Findings from research conducted by [16], [17] show that purchasing decisions will increase in direct proportion to the level of company advertising. Long-term repurchase decisions for published products may be influenced by more marketing, which will increase product demand in the market. Research conducted by [18] states that Promotion (X3) has a significant effect on Purchasing Decisions.

g. The Influence of Service Recovery on Purchasing Decisions on Phinisi Ship Tour Packages in Labuan Bajo.

Results Statistical data analysis shows that service recovery has a positive and significant effect on purchasing decisions, so analysis from this research model shows that service recovery is exactly what PT. Komodo Escape then the purchasing decision is made quickly.

According to [19], good and responsive service recovery can help build a company's trustworthy reputation among customers. If a company shows a commitment to resolving problems quickly and effectively, customers will have greater trust in the company and the products or services it offers. This can influence customers' future purchasing decisions, as they will be more likely to choose phinisi boat tour packages from companies known for good and responsive customer service.

h. Role Service Recovery On the Influence of Product Design on Purchasing Decisions on Phinisi Ship Tour Packages in Labuan Bajo.

Based on the research results, it shows that service recovery can partially mediate the relationship between product design and purchasing decisions. Service Recovery has an important role in connecting product design with purchasing decisions. When there is a failure in service or a negative experience related to the product, effective service recovery can restore customer satisfaction and influence their perception of the product's value. Thus, service recovery functions as a link between product design and purchasing decisions.

The totality of elements that influence the look, feel, and functionality of a product in response to user desires is known as product design. Product design has the power

to attract customers and influence them in one way or another. For example, by meeting customer demands regarding product appearance, stylish and up-to-date products will attract customers, and vice versa. If a product seems outdated or dated, they likely won't be interested in buying it. product function [20].

Decision Consumer purchases are the culmination of several decisions, including decisions regarding product type—consumers will naturally choose the product that best suits their needs or will enable them to obtain benefits from purchasing the goods being sold—and product form decisions—consumers will make these decisions. naturally influenced before making a purchase.

Starting from the shape of the product which includes quality, size, and pattern. If the form of the product meets the customer's desires, they will be happy to buy it; otherwise, they won't. In choosing a brand, customers will naturally choose the brand with the best quality to get the best product; This is an important step in the purchasing process. One way to look at the seller's decision is to say that the seller's closeness to the customer may have an impact on the buyer's decision to buy the product [21], [22].

If a service fails, service recovery is the result of strategies, plans, and procedures designed to overcome customer dissatisfaction and restore an organization's reputation. In addition to service recovery, the notion of fairness can help explain consumers' reactions to service failures because what customers perceive as reasonable and fair in a service failure will impact their level of satisfaction.

i. Role Service Recovery On the Influence of Price on the Decision to Purchase Phinisi Ship Tour Packages in Labuan Bajo.

Based on the research results, show that service recovery can partially mediate the relationship between price and purchasing decisions. Service recovery can play the role of partial mediator. When the price of a product or service increases, customers may have higher expectations of the quality or value they receive. However, if companies implement effective service recovery, they can overcome any problems or failures that may occur and restore customer satisfaction.

Service recovery A good one can provide a guarantee that customers will get an adequate solution if a problem occurs. This can reduce customers' doubts about high prices and influence their perception of the value of the product or service. As a result, customers may be more likely to consider service recovery factors in their purchasing decisions, and ultimately decide to purchase a product or service despite its high price.

Price can be determined in two ways: either as a specific amount of money that customers pay for a good or service, or more broadly as the value they exchange for the benefits of owning and using that good or service, which allows the business to make a reasonable profit given compensation equal to the customer value the business creates. Price is one component of the marketing mix that needs to be carefully considered concerning the following dimensions of strategic pricing: the stated value of a product; features that consumer can see; main factors influencing demand; closely related to revenue and profit; flexible, so it can be modified quickly; The main problem managers face is how

to influence the image and positioning plans. Competitors' prices and their potential response to company price movements are additional factors that influence pricing decisions [23], [24].

Wrong One important factor that helps the success of marketing services is consumer decision-making. Consumer behavior includes mental and physical actions related to obtaining, using, and stopping using certain goods, services, concepts, and experiences. When a service fails, service recovery is the result of strategies, plans, and procedures designed to overcome customer disappointment and restore the organization's reputation. Consumer purchasing decisions are the culmination of several decisions, including decisions regarding product type and product form decisions which are naturally influenced before making a purchase.

j. **Role Service Recovery on the Influence of Promotion on Purchase Decisions on Phinisi Ship Tour Packages in Labuan Bajo.**

Based on the research results, it shows that service recovery can partially mediate the relationship between promotion and purchasing decisions. Service recovery can play the role of partial mediator. Intense and interesting promotions can increase consumer interest and desire for the product. However, if consumers encounter negative experiences related to the product or service being promoted, the positive effects of the promotion may be compromised.

In this situation, good service recovery can be a determining factor in influencing consumer purchasing decisions. If consumers feel confident that the company can fix problems or failures that may occur in using the product, they will tend to be more trusting and motivated to purchase

the product despite negative experiences related to the promotion.

With effective service recovery, consumers feel that they will get adequate solutions and adequate attention if problems occur. This can reduce consumer doubts about promotions and influence their perception of the value of the product or service offered. As a result, consumers may be more likely to consider service recovery factors in their purchasing decisions, and ultimately decide to purchase the product despite negative experiences related to the promotion.

One element of the marketing mix that must be used carefully by businesses to promote their service offerings is promotion. In addition to acting as a communication channel between a business and its customers, promotional efforts also have the effect of persuading them to make a purchase or avail of a service in a manner that best suits their needs and preferences. Sales promotion is a type of direct persuasion that uses various intense techniques that can be planned to encourage clients to buy goods immediately or increase the number of goods they buy. Publicity, sales promotions, advertising, and personal sales are examples of promotional facilities [25], [26].

Wrong One important factor that helps the success of marketing services is consumer decision-making. Consumer behavior includes mental and physical actions related to obtaining, using, and stopping using certain goods, services, concepts, and experiences [27], [28]. When a service fails, service recovery is the result of strategies, plans, and procedures designed to overcome customer disappointment and restore the organization's reputation [29]. Consumer purchasing decisions are the culmination of several decisions, including decisions regarding

product type and product form decisions which are naturally influenced before making a purchase.

4. CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that design, price, and promotion have a positive and significant effect on the service recovery of phinisi boat tour packages in Labuan Bajo. Apart from that, product design, price, and promotion have a positive and significant influence on the decision to purchase a phinisi

boat tour package in Labuan Bajo. Service Recovery (Y1) has a significant effect on purchasing decisions (Y2) on phinisi boat tour packages in Labuan Bajo. Service recovery partially mediates the influence of product design on the decision to purchase a Phinisi boat tour package in Labuan Bajo. Service recovery partially mediates the influence of price on the decision to purchase a Phinisi boat tour package in Labuan Bajo. Service recovery partially mediates the influence of promotions on the decision to purchase Phinisi boat tour packages in Labuan Bajo.

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