

DOI: <https://doi.org/10.38035/gijtm.v2i3>Received: August 29<sup>th</sup>, 2024, Revised: October 06<sup>th</sup>, 2024, Publish: October 15<sup>th</sup>, 2024<https://creativecommons.org/licenses/by/4.0/>

## Marketing Strategy Analysis in Increasing Tourism Ticket Sales Revenue: Study Literature Review

Fitria Ariyani<sup>1</sup>, Rona Tumiur Mauli Carolin Simorangkir<sup>2</sup>, Mochammad Subagio<sup>3</sup>, Nunung Ayu Sofiati<sup>4</sup>, Indra Sani<sup>5</sup>

<sup>1</sup>Universitas Gajayana, Malang, Indonesia, [fitriaariyani@unigamalang.ac.id](mailto:fitriaariyani@unigamalang.ac.id)

<sup>2</sup>Universitas Mercu Buana, Jakarta, Indonesia, [rona\\_caroline@mercubuana.ac.id](mailto:rona_caroline@mercubuana.ac.id)

<sup>3</sup>Universitas Dirgantara Marsekal Suryadarma, Jakarta, Indonesia, [bagiolab83@yahoo.co.id](mailto:bagiolab83@yahoo.co.id)

<sup>4</sup>Universitas Indonesia Membangun, Bandung, Indonesia, [ayusofiati62@gmail.com](mailto:ayusofiati62@gmail.com)

<sup>5</sup>Student Doctoral Universitas Dr Soetomo, Surabaya, Indonesia, [indrasani77@edu.com](mailto:indrasani77@edu.com)

Corresponding Author: [fitriaariyani@unigamalang.ac.id](mailto:fitriaariyani@unigamalang.ac.id)<sup>1</sup>

**Abstract:** The purpose of this literature research is expected to build hypotheses regarding the influence between variables which can later be used for further research in the scope of marketing management. The literature review research article analyzing marketing strategies in increasing tourism ticket sales revenue is a scientific literature article within the scope of marketing management science. The approach used in this literature review research is descriptive qualitative. The data collection technique is to use literature studies or review relevant previous articles. The data used in this descriptive qualitative approach comes from previous research relevant to this research and is sourced from academic online media such as Thomson Reuters Journals, Springer, Taylor & Francis, Scopus Emerald, Elsevier, Sage, Web of Science, Sinta Journals, DOAJ, EBSCO, Google Scholar and digital reference books. In previous studies, 1 relevant previous article was used to review each independent variable. The results of this literature review article are: 1) Product has an effect on Increasing Tourism Ticket Sales; 2) Price affects the increase in tourism ticket sales; 3) Promotion affects the increase in tourism ticket sales; and 4) Place affects the increase in tourism ticket sales.

**Keywords:** Marketing Strategy, Increased Sales, Tourism Tickets

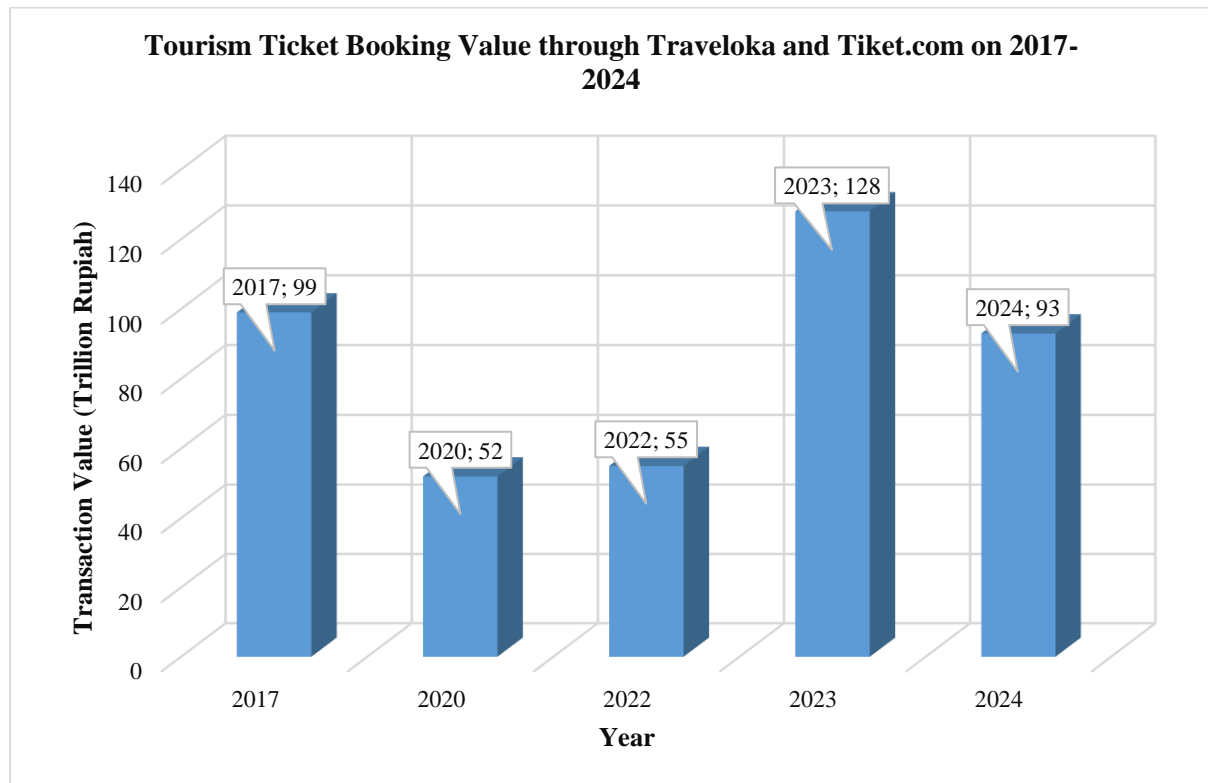
### INTRODUCTION

Tourism is one of the most important sectors in the Indonesian economy. With an abundance of cultural diversity, nature, and historical heritage, Indonesia has a strong attraction for domestic and foreign tourists. In recent years, the Indonesian government has identified tourism as one of the priority sectors in the national development program. According to the Ministry of Tourism and Creative Economy, the contribution of the culinary, fashion and craft subsectors to Indonesia's Gross Domestic Product (GDP) will reach around 4.7% in 2019, showing the great potential of this sector. Tourism destinations such as Bali, Yogyakarta and

Lombok are magnets for tourists, with Bali alone receiving more than 6 million international tourists annually (Kementerian Pariwisata dan Ekonomi Kreatif, 2024).

However, Indonesia's tourism sector also faces a number of challenges, particularly in the context of the COVID-19 pandemic that will hit the world in 2020. Border closures and social restrictions have had a significant impact on the number of tourist arrivals, leading to a drastic drop in revenue for the sector. Data show that in 2020, foreign tourist arrivals fell by 75% compared to the previous year (Kementerian Pariwisata dan Ekonomi Kreatif, 2024). However, in 2022, the tourism sector began to recover, with an increase in the number of visits and a revival of tourism activities. The government has also launched various programmes to support the sector's recovery, including the promotion of tourist destinations and infrastructure development.

Technological development is also an important factor in the tourism industry. Digital platforms such as Traveloka and Tiket.com have made booking tickets and accommodation easier and faster. This not only increases accessibility for tourists, but also provides opportunities for tourism businesses to reach a wider market. Through effective marketing strategies, businesses can use this technology to increase revenue and attract more tourists to Indonesia. Therefore, analysing marketing strategies in the context of tourism is crucial to understanding how to increase revenue from tourism ticket sales in Indonesia.



**Figure 1. Tourism Ticket Booking Value through Traveloka and Tiket.com 2017-2024**  
Source: (Santika, 2024)

The value of tourism ticket sales in Indonesia has shown significant fluctuations in recent years, reflecting the dynamics of the tourism industry, which is affected by various factors, including global and local economic conditions, as well as the impact of the COVID-19 pandemic. Based on data from the Santika, (2024), the transaction value of tourism ticket sales reached Rp 99 trillion in 2017. This figure represents the culmination of the steady growth of Indonesia's tourism industry, with domestic and international tourists travelling more and more.

However, in 2020, this transaction value dropped drastically to Rp 52 trillion due to the pandemic, which caused travel restrictions.

After the pandemic, in 2022, the transaction value of tourism ticket sales began to show signs of recovery, reaching 55 trillion rupiah. Although this figure is still lower than the transaction value in 2017, it is a positive sign that the tourism industry is beginning to recover. In 2023, the transaction value of tourism ticket sales jumped back up to 128 trillion rupiah, indicating that tourism demand has started to increase with the easing of travel restrictions and massive vaccination programmes. This increase shows that consumers have regained the confidence to travel and visit, and demonstrates the great potential of Indonesia's tourism sector.

However, projections for 2024 show a decline in the transaction value of ticket sales to Rp 93 trillion. This decline may be caused by several factors, such as rising inflation, changes in tourist behaviour and increasing competition from other destinations in the Southeast Asia region. It is therefore important for tourism industry players to understand market trends and formulate the right marketing strategies to re-attract tourists and increase revenue from tourism ticket sales. By using in-depth data and analysis, businesses can develop a more effective approach to reaching their target market.

### **Formulation of Problem**

Based on the background of the problem above, the problem formulation to be used as a hypothesis in further research is determined: 1) Does Product have an effect on Increasing Tourism Ticket Sales?; 2) Does Price affect the Increase in Tourism Ticket Sales?; 3) Does Promotion affect the Increase in Tourism Ticket Sales?; and 4) Does Place affect the Increase in Tourism Ticket Sales?.

### **METHOD**

This research uses a descriptive qualitative approach. This method was chosen because it allows researchers to thoroughly investigate and understand the phenomenon of increasing tourism ticket sales. Descriptive qualitative data collection and analysis allows researchers to adapt their approach to the needs of the research and the characteristics of the subject under study.

The data used in this study comes from previous research on the topic of increasing tourism ticket sales. Researchers will analyze existing literature to identify patterns and trends in product, price, promotion, place and increasing tourism ticket sales. By using previous research, researchers can develop stronger and evidence-based arguments and contribute to a broader understanding of the factors that influence the increase in tourism ticket sales, (Susanto, Arini, et al., 2024).

Data was collected through a literature review. The literature review is an important step in this research as it allows the researcher to identify and analyze various sources relevant to the topic being discussed (Susanto, Yuntina, et al., 2024). The researcher will collect data from journal articles, books, and other relevant documents to gain insight into product, price, promotion, place and tourism ticket sales enhancement. The literature review also informs researchers about the latest developments in this field and identifies research gaps that need to be filled.

This research utilized data from various reputable academic journals, including Thomson Reuters Journal, Springer, Taylor & Francis, Scopus, Emerald, Sage, WoS, Sinta Journal, DOAJ, and EBSCO, as well as platforms such as Publish or Perish and Google Scholar. By using these sources, researchers can ensure that the data they collect is valid and accountable. The use of multiple sources also allows researchers to gain a more comprehensive

understanding of product, price, promotion, place and increasing tourism ticket sales from various perspectives.

Product, price, promotion and place will be examined as independent variables in this study. Meanwhile, the increase in tourism ticket sales is the dependent variable. By analyzing the relationship between these variables, researchers hope to identify the key factors that influence the increase in tourism ticket sales. This research is expected to provide practical recommendations for companies to increase tourism ticket sales, which can have a positive impact on overall organizational performance.

## **RESULTS AND DISCUSSION**

### **Results**

The following are the research findings by considering the context and problem formulation:

#### **Increasing Tourism Ticket Sales**

Increasing tourism ticket sales refers to efforts and strategies to increase the number of tickets sold in the tourism industry. This increase can be achieved through various approaches such as effective promotion, improved service quality, product innovation and optimisation of the customer experience. In the context of tourism, ticket uplift often involves marketing strategies that target specific markets, both local and international, by promoting destinations, bundling tickets with additional services, or offering discounts (Yuniarso, 2023).

The dimensions or indicators covering the variable Increased Tourism Ticket Sales include: 1) Ticket sales volume: This indicator quantifies the number of tickets successfully sold within a specified time frame. This indicator reflects the efficacy of the sales strategy and marketing campaign implemented; 2) Sales Growth: The percentage increase in ticket sales from the previous period indicates whether there has been a positive or negative trend in ticket demand; 3) Conversion Rate: The ratio between the number of visitors to a website or booking platform who ultimately purchase tickets and the total number of visitors, indicating the effectiveness of distribution channels and sales strategies; and 4) Revenue from Ticket Sales: The total revenue generated from ticket sales over a specified period of time. This indicator is useful for measuring the direct contribution of ticket sales to a company's overall revenue (Jefi et al., 2023).

The variable Increase in Tourism Ticket Sales is relevant to previous research that has been researched by: (Angliawati & Ratnasari, 2024), (Setyani et al., 2022), (Latifah et al., 2021), (Achmad et al., 2024).

### **Product**

Products, in the context of marketing, are goods or services offered by companies to satisfy consumer needs or wants. A good product not only fulfils functional needs, but also has an added value that makes it attractive to consumers. In the tourism industry, products include various types of services, such as tickets to tourist destinations, travel packages and organised tours. Each element of the product is designed to provide an exciting experience, from ease of access to compelling attractions (Hadita, 2020).

Dimensions or indicators that include product variables include: 1) Product Quality: This indicator refers to customer satisfaction with the tourism products offered, including the completeness of facilities, ease of access, and the experience gained; 2) Product Innovation: The extent to which tourism products are renewed or diversified, including the introduction of new packages, distinctive attractions, or supplementary services. It is crucial to maintain customer interest; 3) Product Attractiveness: This indicator gauges the appeal of the product to the target market, as evidenced by the level of demand or positive reviews. It can be reasonably assumed that more attractive products will drive increased sales; and 4) Product Added Value:

Additional features or services provided to the product, such as discounts for future visits or exclusive perks, are also considered. Such added values have the potential to foster customer loyalty and attract new customers (Mahaputra & Saputra, 2021).

Product variables are relevant to previous research that has been researched by: (Setyawati et al., 2020), (Saputra, Khaira, et al., 2023), (Saputra, Ali, et al., 2023).

### **Price**

Price is the monetary value that consumers must pay to obtain a particular product or service. In marketing, price is an important factor because it can influence consumer perceptions of product quality and the level of market demand. Pricing in the tourism industry takes into account operating costs, market demand, consumer purchasing power and competitor prices. The pricing strategy used can vary from discount pricing, premium pricing to dynamic pricing that adapts to demand conditions. For tourism products, a flexible pricing strategy is essential to optimise sales. The use of seasonal discounts or special offers can attract more consumers (Saputra & Mahaputra, 2022).

The dimensions or indicators that include the Price variable include: 1) Price Affordability: This measures consumer perceptions of the price offered, determining whether it is aligned with market purchasing power. The implementation of affordable pricing strategies can facilitate the expansion of customer reach; 2) Price Comparison with Competitors: the comparison of prices with those of competitors can provide insights into the competitiveness of a given product or service. It is important to ascertain how the price of a given tourism product compares to that of competitors in the same industry. It is crucial to adopt competitive pricing strategies in order to attract price-sensitive markets; 3) Discount and Special Offer Strategies: The proportion of tickets sold through the application of special offers or discounts. This indicates the efficacy of the pricing strategy in attracting prospective purchasers; and 4) Price flexibility: The company's capacity to modify prices in accordance with prevailing circumstances, for instance during holiday periods or periods of low demand. Such flexibility is conducive to the maximisation of sales in a variety of market conditions (Susanto, Mahaputra, et al., 2024).

Price variables are relevant to previous research that has been researched by: (Mahaputra & Saputra, 2022), (Faisal et al., 2024) and (Hadita, 2019).

### **Promotion**

Promotion is a communication activity aimed at providing consumers with information about products or services so that they are interested in buying them. Promotion in the tourism industry often involves advertising through various media, such as social media, websites and online booking platforms. Promotion can also take the form of special offers, such as discounts on tickets or packages with accommodation. Effective promotions require a thorough understanding of the target market so that the message delivered is relevant to the consumer. Attractive and creative promotional campaigns can extend market reach, strengthen brand image and increase sales (Saputra & Sumantyo, 2022).

The dimensions or indicators that include the Promotion variable include: 1) The extent to which a promotional campaign can be disseminated. This metric gauges the extent to which a promotional campaign can reach a broad audience, whether through social media, online advertising, or print media; 2) Promotional Media Effectiveness This indicator gauges the extent to which customers are influenced or motivated to purchase tickets subsequent to exposure to a promotional campaign in a specific medium, thereby elucidating the efficacy of each medium; 3) Promotion Frequency: This refers to the frequency with which a company implements promotional campaigns or special offers over a specified period. The optimal frequency of promotional activity helps to maintain market awareness and interest; and 4)

Participation Rate in Promotion: This metric gauges the number or percentage of consumers who avail themselves of a promotion or discount, thereby indicating the extent to which the promotion is perceived as attractive and relevant to the market (Azahra & Hadita, 2023).

Promotion variables are relevant to previous research that has been researched by: (Permatasari et al., 2022), (Panggabean et al., 2024) and (Dwi Firmansyah et al., 2023).

**Place**

Place in the marketing mix is the location or channel through which products or services are offered to consumers. In the context of tourism, place means not only the physical location, but also the various distribution channels that facilitate consumer access to products or services. Places can be physical ticket offices, travel agencies or online platforms that allow the purchase of tourism tickets. The use of digital distribution channels, such as websites and apps, is becoming increasingly important as they allow wider access and simplify the purchase process. The accessibility of venues has a strong influence on customers' purchasing decisions (Supriyanto & Taali, 2022).

The dimensions or indicators that include the Place variable include: 1) The accessibility of the sales location. The ease with which consumers can access the point of sale, both physically and online. Good access is positively correlated with the probability of purchase; 2) Number of Distribution Channels: The number of distribution channels used to sell tickets, including physical outlets, travel agents, and online platforms, allows for a wider market reach; 3) Online Platform Effectiveness: This measures the ease and convenience of the ticket purchasing process on digital platforms. Effective online platforms increase sales conversion; and 4) Collaboration with Distribution Partners: The number or quality of partnerships with travel agents, booking sites, or other third parties. The formation of robust partnerships facilitates market expansion and augments sales (Bakti et al., 2020).

Place variables are relevant to previous research that has been researched by: (Ikhsan et al., 2020) and (Al et al., 2024).

**Previous Research**

Based on the findings above and previous studies, the following research discussion is formulated:

**Table 1. Relevant Previous Research Results**

| No | Author (Year)             | Research Results   | Similarities With This Article  | Differences With This Article   |
|----|---------------------------|--|---|---|
| 1  | (Hardiyanti et al., 2023) | -Product variables affect the increase in tourism ticket sales at Makassar Ticket Stalls<br><br>-Price variables affect the increase in tourism ticket sales at Makassar Ticket Stalls<br><br>-Promotion variables affect the increase in tourism ticket sales at Makassar Ticket Stalls | -This article has in common that it examines the Product variable in the independent variable, and examines the variable of Increased Tourism Ticket Sales in the dependent variable. | -The difference with previous research is that there is an object of research, which was conducted at Makassar Ticket Stalls.                         |
| 2  | (Dharasta, 2017)          | -Price variables affect the increase in tourism ticket sales at travel agent services in the Yogyakarta region<br><br>-Promotion variables affect the increase in tourism ticket sales at travel agent services in the Yogyakarta region   | -This article has in common that it examines the Price variable in the independent variable, and examines the variable of Increased Tourism Ticket Sales                              | -The difference with previous research is that there is an object of research, which was conducted at Travel Agent Services in the Yogyakarta Region. |

|   |                        |  |   |   |
|---|------------------------|--|---|---|
|   |                        |  | in the dependent variable.  |   |
| 3 | (Kurnia et al., 2020)  | -Price variables affect the increase in tourism ticket sales at PT Pakem Tours and Travel Makassar<br><br>-Promotion variables affect the increase in tourism ticket sales at PT Pakem Tours and Travel Makassar | -This article has in common that it examines the Promotion variable in the independent variable, and examines the variable of Increased Tourism Ticket Sales in the dependent variable. | -The difference with previous research is that there is an object of research, which was conducted at PT Pakem Tours and Travel Makassar. |
| 4 | (Setyani et al., 2022) | -Promotion variables affect the increase in tourism ticket sales at Sanggaluri Park<br><br>-Place variables affect the increase in tourism ticket sales at Sanggaluri Park                                       | -This article has in common that it examines the variable Place on the independent variable, and examines the variable Increased Tourism Ticket Sales on the dependent variable.        | -The difference with previous research is that there is an object of research, which was conducted at Sanggaluri Park.                    |

**Discussion**

This literature review will be discussed based on the history of the topic, research objectives, problem formulation, indicators or dimensions, and related previous research:

**1. The Effect of Products on Increasing Tourism Ticket Sales**

The products offered by the tourism industry exert a significant influence on the growth of ticket sales in the sector. The quality of the product, its innovative nature, its attractiveness, and the added value embedded in the product all have a significant impact on sales aspects, including sales volume, sales growth, conversion rate, and revenue generated from ticket sales. Firstly, product quality is of significant importance as it forms the initial impression for consumers and subsequently influences their overall satisfaction with the tourism product. The term "good quality" encompasses a multitude of factors, including the comfort afforded to tourists and the facilities available at tourist destinations. When visitors are satisfied with the quality of the product provided, they are more likely to make repeat purchases and even recommend the product to others, which in turn drives sales volume growth and higher conversion rates. For example, tourist attractions that offer expedient and cordial services, hygienic premises, and distinctive experiences are likely to receive favourable reviews, which indirectly enhances the confidence of prospective new visitors, thus increasing ticket sales volume.

Furthermore, product innovation is a crucial factor in attracting new markets and retaining existing ones. Innovation may manifest as product updates or variations that enhance the appeal of tourist destinations, differentiating them from other locations. Furthermore, innovation may encompass the introduction of new features, such as supplementary rides, special events, or bespoke experiences. In a competitive industry, product innovation frequently constitutes a pivotal factor in the competitive landscape, particularly in the context of destinations offering analogous attractions. The introduction of novel and distinctive offerings by tourism companies can lead to an increase in ticket sales volume, as consumers are inclined to seek out novel experiences. Furthermore, continuous innovation has the potential to alter demand patterns, thereby enabling tourist destinations to retain their market relevance by consistently attracting visitors. The introduction of novel and distinctive features into tourism products has been demonstrated to engender a perception of these destinations as

worthy of repeated visits. This, in turn, has been shown to result in increased conversion rates and overall sales growth.

Moreover, product appeal in the tourism industry is not solely contingent on the visual appeal of the destination; it is also contingent on the experience that the product can offer. A compelling appeal encourages visitors to feel attracted and encouraged to purchase tickets, both for their inaugural visit and for a subsequent return. Tourism products that have high appeal typically offer a distinctive feature that is not readily available elsewhere. This may include unique natural beauty, a rich local culture, or adventure activities that stimulate the release of adrenaline. The existence of high product appeal serves to increase sales volume, as it provides consumers with the motivation to select a particular destination in preference to others. Furthermore, this appeal also affects revenue, as products that are perceived as more appealing often have a high value in the eyes of consumers, which makes them willing to pay a higher price. A robust appeal not only establishes a tourist destination as a leading choice but also fosters a sense of aspiration among potential visitors, thereby enhancing its sales growth potential.

In conclusion, value-added products are elements that can enhance the perceived value of a tourism product among consumers. Added value may be provided in the form of supplementary services or facilities that are not offered by competitors. These may include special access, exclusive services, or even special discounts for subsequent visits. Such added value imbues the consumer with the perception that they are deriving benefits in excess of the ticket price alone. When consumers perceive that they are receiving greater value, their satisfaction levels tend to increase, which contributes to an enhanced sense of loyalty. Consequently, they will be more predisposed to make repeat purchases or recommend the destination to others. The impact of this augmented value proposition is evidenced by the increased volume of ticket sales and revenue generated from such sales. Furthermore, the provision of appealing value-added benefits can also facilitate an increase in conversion rates, as consumers are more likely to select products that offer a greater number of benefits.

With regard to the volume of ticket sales, the quality, innovation, attractiveness and added value of a product all contribute to the formation of a positive perception in the eyes of consumers. The quality, innovation, attractiveness and added value of tourism products all contribute to a positive perception among consumers, which in turn increases the likelihood of purchases being made. This has implications not only for the volume of ticket sales but also for overall sales growth. Satisfied consumers are more likely to repurchase or recommend products to others, thereby creating a chain effect that contributes to increased sales. Furthermore, sales growth is facilitated by product innovation that attracts new consumers, as well as product appeal that not only retains existing customers but also attracts new ones.

With regard to the conversion rate, these four product elements exert an influence on the number of potential customers who ultimately decide to purchase tickets. The implementation of quality products, innovative features, and appealing designs, coupled with the incorporation of distinctive added value, will lead to an increase in the number of consumers making purchasing decisions. It has been observed that consumers who initially exhibit a certain degree of hesitancy tend to alter their decision and proceed with the purchase of the ticket after a period of reflection and an appreciation of the value proposition presented. When consumers perceive that the product they are purchasing is commensurate with the price paid and the additional value received, conversion rates will increase, as consumers are more inclined to make a purchase rather than merely browsing for information.

Ultimately, revenue generated from ticket sales can be attributed to an increase in volume, growth, and conversion. The attraction of a greater number of visitors to a destination is contingent upon the quality, innovation, appeal and added value of the tourism products on offer. When these factors are present, tourism companies can expect to attract visitors who are



willing to pay higher ticket prices, on the basis that they perceive the value to be commensurate with the price. A well-designed product has the potential to significantly increase revenue, as consumers not only make a single purchase but also revisit or recommend the product to others. Revenue from ticket sales also increases when consumers perceive the product to be unique and of a quality rarely found elsewhere. Therefore, product factors including quality, innovation, attractiveness, and added value are critical to the overall increase in tourism ticket sales.

## **2. The Effect of Price on Increasing Tourism Ticket Sales**

Pricing is of significant consequence in the tourism industry, exerting a direct influence on the appeal of tickets to consumers. The pricing of tickets is a multifaceted phenomenon that exerts a profound influence on a range of economic outcomes. These include sales volume, growth in sales, conversion rates, and revenue earned. The impact of pricing on these outcomes is shaped by various aspects, including affordability, comparison with competitors, discount strategies, and price flexibility. Firstly, affordability is a significant determinant of consumer willingness to purchase tickets. In a competitive tourism market, prices that are deemed affordable by the target market will be in greater demand and have the potential to attract a significant number of consumers. The provision of affordable tickets is an effective means of increasing sales volume, as consumers are more likely to purchase a product that is within their budgetary constraints. When ticket prices are aligned with the purchasing power of the market, consumers are inclined to purchase, which has a favourable impact on sales growth and conversion rates. It can be reasonably deduced that the probability of long-term sales growth is contingent upon the number of consumers who perceive the ticket to be within their budgetary constraints. In conclusion, this affordability also increases revenue due to a higher sales volume, despite the potential for a smaller margin per ticket.

Moreover, monitoring competitor pricing is a crucial strategy for maintaining competitiveness in the market. It is common practice for consumers to compare the prices of tickets between different destinations or providers before making a purchase, particularly if the available options are perceived to be of a similar appeal. The provision of competitive pricing can assist destinations in attracting consumers who are price-sensitive, thereby increasing the conversion rate from potential to actual customers. A reduction in price in comparison with competitors offering similar products will enhance the attractiveness of tourism offerings to consumers. Additionally, favourable price comparisons can stimulate sales growth, particularly when accompanied by an increase in ticket sales volume due to high consumer interest in cost-effective travel options. In conclusion, it is of the utmost importance to maintain competitive pricing in order to achieve increased revenue through more stable ticket sales that continue to grow over time.

Furthermore, the implementation of discount strategies and special offers has been demonstrated to be an effective method for increasing tourism ticket sales. The implementation of seasonal discounts, exclusive offers and promotional packages can serve to attract consumers to purchase tickets during specified periods. This strategy is an effective means of increasing sales, particularly during the low season, when demand is typically lower. The provision of discounts encourages consumers to perceive the ticket price as representing greater value, thereby increasing the likelihood of a purchase being made. Furthermore, this strategy of discounts and special offers frequently results in increased conversion rates, as potential customers who were initially hesitant can be encouraged to purchase tickets due to the attractive offers presented. Furthermore, sales growth may be achieved through the implementation of discounts, which can facilitate the attraction of additional new visitors who may not have been previously inclined to engage with the destination. In the long term, this

strategy has the potential to increase revenue. Despite a reduction in ticket price, an increase in the number of tickets sold will result in a significant overall revenue.

Pricing flexibility is an additional factor that is of significant importance in the context of increasing sales of tickets for tourist attractions. Such flexibility allows companies to modify ticket prices in response to specific circumstances, including holiday periods, weekends, or sudden increases in demand. By implementing higher prices during periods of high demand, organisations can optimise revenue without compromising sales volume. Conversely, during periods of low demand, companies may choose to reduce prices in order to attract a greater number of visitors. This flexibility is beneficial in optimising ticket sales volume, as dynamic pricing allows consumers to have a greater range of choices that align with their budgetary constraints, contingent on the timing of the purchase. Furthermore, price flexibility can assist in maintaining consistent sales growth, as consumers are presented with a greater range of options for visiting tourist destinations in varying economic circumstances.

The impact of price on ticket sales volume is evidenced by the extent of traction generated by competitive and flexible pricing. When ticket prices are aligned with market purchasing power and provide added value through discounts or special offers, consumers are more likely to make large purchases, thereby significantly increasing sales volume. Furthermore, high sales volumes are also driven by discount strategies that attract new customers or increase sales from existing customers. Conversely, pricing flexibility encourages consumers to purchase tickets at times that better align with their budgetary constraints, thereby creating opportunities for increased ticket sales throughout the year.

From the perspective of sales growth, the implementation of competitive and affordable pricing strategies has the potential to contribute to an increase in the number of sales over time. The implementation of discounts and special offers has been demonstrated to enhance consumer loyalty, thereby increasing the probability of repeat purchases or recommendations to third parties, which in turn can facilitate growth. The existence of favourable price comparisons with competitors can act as a pull factor, influencing consumer choice and retention. By maintaining competitive pricing, consumers are more likely to consider the destination as a top choice, which in turn contributes to an increase in overall sales growth.

Furthermore, conversion rates are influenced by competitive pricing and discount strategies. Consumers who are initially engaged in mere browsing will be more readily prompted to purchase tickets when they observe competitive pricing or special discounts. The implementation of discounts or affordable pricing strategies engenders a sense of satisfaction among consumers, thereby increasing the probability of a purchase being made. Furthermore, the capacity for consumers to obtain lower prices at specific times is also conducive to increased conversion rates, as it affords them the opportunity to purchase tickets at a time that is most convenient for them.

Ultimately, pricing strategies that are affordable, competitive, flexible, and accompanied by special offers will have a positive impact on revenue generated from ticket sales. When consumers are attracted by more competitive prices and perceive that they are receiving greater value from each purchase, they are more likely to make larger purchases or repeat purchases. Price flexibility enables companies to optimise revenue across varying demand conditions. During the high season, revenue per ticket is higher, while price reductions during the low season help maintain buyer numbers. Consequently, the impact of price, comprising affordability, competitor comparison, discounts and flexibility, is significant in increasing sales volume, growth, conversion and total revenue from tourism ticket sales.

### **3. The Effect of Promotion on Increased Tourism Ticket Sales**

Promotion constitutes a pivotal element of any marketing strategy, exerting a considerable influence on the performance of ticket sales in the tourism sector. This is

particularly evident in the context of ticket sales volume, sales growth, conversion rate, and revenue. The effectiveness of a promotional campaign can be enhanced by considering various elements, including the extent of reach, the effectiveness of promotional media, the frequency of promotion, and the level of consumer participation. These elements can contribute to the attractiveness of a tourism destination and increase consumer interest in the offer.

Firstly, the extent to which promotions are disseminated, otherwise known as promotional reach, plays an important role in reaching a wider audience. The distribution of promotional information to a greater number of channels and regions allows tourist destinations to attract greater attention from a wider range of market segments. When promotions are successfully disseminated to a wider audience, ticket sales volumes tend to increase as a consequence of greater awareness and interest among consumers. Furthermore, a broad reach enables the maintenance of sales growth, as consumers who are new to the promotion are more likely to purchase tickets, both during and beyond the promotional period. Wide coverage increases the probability of increased conversion rates, as a greater number of individuals who observe the promotion will be motivated to make a purchase. Consequently, revenue generated from ticket sales also increases as a result of the broader reach of the promotion, attracting a greater number of potential customers, who are subsequently more likely to make a purchase.

The efficacy of the promotional media is a pivotal factor influencing the success of the promotion in increasing sales. Selecting the most appropriate medium, whether digital, television, print, or social media, can enhance the probability of the promotional message being observed by the intended audience. To illustrate, the utilisation of influential social media platforms, such as Instagram or TikTok, enables the presentation of visual content and engaging promotions in a manner that is readily accessible to a vast audience. The utilisation of efficacious media can facilitate an augmentation in ticket sales volume, as promotions are rendered more memorable and attract a greater degree of audience attention. The effectiveness of media also drives sales growth, primarily because the appropriate media allows promotional messages to be more personalised and relevant to specific audiences. Furthermore, effective media is associated with higher conversion rates, as the information is conveyed in a more direct and clear manner to the target audience. The utilisation of efficacious promotional media ultimately facilitates augmented revenue, as consumers are prompted to expeditiously purchase tickets in order to capitalise on the opportunity.

The frequency of promotions is also a significant factor in attracting consumer attention. The greater the frequency of promotion, the greater the opportunity for potential customers to become acquainted with and interested in the offer. By increasing the frequency of promotions, the volume of ticket sales can be increased, as potential buyers are exposed to more information, which helps them to remember and consider the offer. Furthermore, increasing the frequency of promotions contributes to sales growth, as consumers are more likely to be convinced to purchase after repeatedly seeing the promotion. Furthermore, high frequency affects conversion rates, as consistent promotional messages encourage consumers to make a purchase decision. To illustrate, if a tourist destination regularly offers discounts or promotional packages on weekends or on specific holidays, consumers who have previously seen the promotion will be more readily influenced and more likely to purchase tickets. Consequently, revenue from ticket sales can be expected to increase as consumers are more readily prompted to make repeat purchases.

Furthermore, the extent of consumer engagement with promotional activities is a crucial factor in driving growth in tourism ticket sales. Participation in these promotions may be manifested in various forms, including engagement with contests, dissemination of promotional material to acquaintances, or submission of reviews following a visit. A high level of participation can result in an increased sales volume, as consumers who are actively engaged in promotional activities tend to feel more encouraged to make purchases. Furthermore,

consumers who engage with promotional activities are more likely to disseminate their experiences to others, which can result in a viral effect and sustained sales growth over time. Furthermore, high participation rates influence conversion rates, as consumers' involvement in promotional activities fosters a sense of familiarity with the destination. When consumers feel personally engaged, they are more likely to make a ticket purchase, which in turn will significantly increase revenue, as high participation results in more conversions.

In summary, the four elements of promotion – reach, media effectiveness, frequency and participation rate – act in concert to enhance sales volume, facilitate sales growth, augment conversion rates and propel revenue from tourism ticket sales. When promotions are disseminated through effective media and are supported by consistent frequency, consumers will be more exposed and interested in the promotions offered. Meanwhile, consumer participation in promotional activities fosters an emotional connection that facilitates the conversion process. With effective promotions, companies or tourist destinations can attract new consumers and maintain their interest in tourism products, thereby enhancing overall sales performance. A well-executed promotion aligns with consumer needs and preferences, ensuring that the offerings are consistently relevant and appealing to the targeted audience.

#### **4. The Effect of Place on Increasing Tourism Ticket Sales**

The placement or distribution of products constitutes an essential component of any marketing strategy, playing a pivotal role in the growth of tourism ticket sales. The accessibility of sales locations, the number of distribution channels, the effectiveness of online platforms, and the degree of collaboration with distribution partners all contribute to the volume of ticket sales, the rate of sales growth, the conversion rate, and the revenue generated from the sale of tourism tickets.

The accessibility of sales locations has a significant impact on the ease with which customers can obtain tickets. The ease of access to sales locations has been found to motivate consumers to purchase tickets, particularly those who value convenience in the purchasing process. For instance, the placement of ticket sales locations in high-traffic areas such as airports, shopping malls, or public transportation terminals can enhance their appeal to potential tourists, as it allows for convenient ticket purchases without the need for lengthy travel. The accessibility of sales locations can lead to an increase in ticket sales volume, as consumers are able to obtain the tickets they desire with greater ease. Furthermore, enhanced accessibility has the potential to stimulate sales growth, as tourist destinations will be more accessible to a larger pool of potential customers. The ease of access to ticket sales venues is positively correlated with the conversion rate, as potential customers are more likely to make a purchase if tickets are easily available. In conclusion, optimal accessibility of sales locations will support increased revenue, as it encourages a greater number of people to make purchases.

The expansion of distribution channels also has a considerable impact on the growth of tourism ticket sales. The existence of a greater number of distribution channels affords consumers a greater number of options with regard to the purchase of tickets. These may be made through travel agents, official websites, mobile apps or other distribution partners. The existence of a greater number of distribution channels enables tourist destinations to reach a more extensive audience, thereby increasing the volume of ticket sales. To illustrate, some consumers may opt to purchase tickets via travel agents due to their preference for in-person services, whereas others may favour online purchases. The provision of a diverse range of options enables travel destinations to engage with a multitude of market segments, thereby facilitating sales growth. Furthermore, the existence of multiple distribution channels has been shown to result in higher conversion rates, as consumers are presented with a greater number of purchase options that align with their preferences, thereby increasing the probability of them making a purchase. Therefore, an expansion in the number of distribution channels will have a

beneficial effect on revenue, as a greater number of customers can be reached and converted into purchasers.

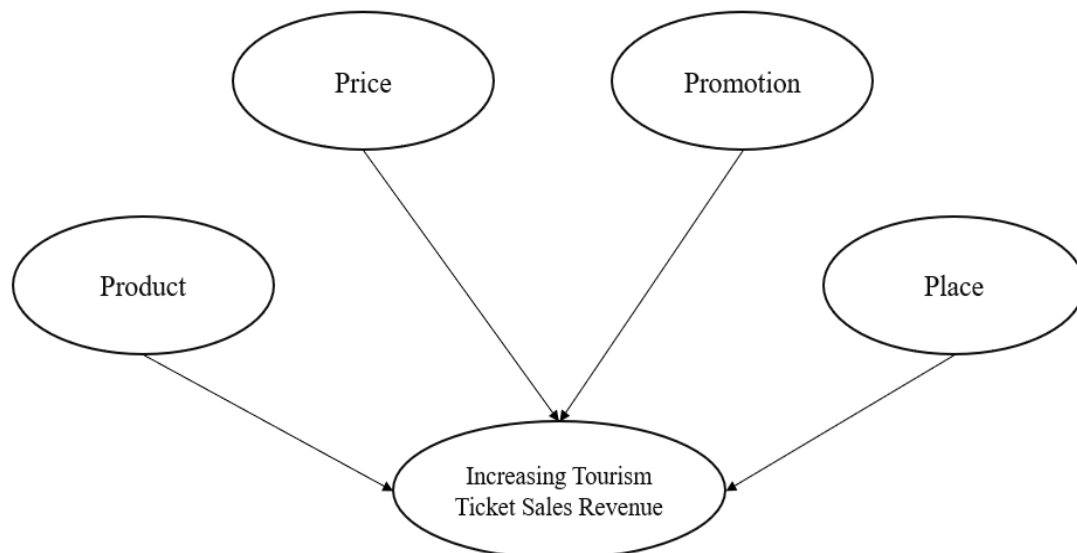
The efficacy of online platforms is also a crucial element in the venue's strategy to boost tourism ticket sales. Effective online platforms, such as those that are responsive and offer user-friendly mobile applications, facilitate convenient access to information, enable seamless searches, and provide a seamless purchasing process for consumers at any time and from any location. When online platforms are user-friendly and offer a positive user experience, ticket sales volumes tend to increase as more consumers feel comfortable making purchases digitally. The efficacy of online platforms also permits travel destinations to persist in their expansion, as it facilitates the purchasing process for consumers situated at a distance from physical locations. An efficient online platform will facilitate a high conversion rate, as consumers can rapidly access promotions and complete purchases without encountering technical or navigational challenges. Consequently, revenue from ticket sales can continue to increase, particularly as effective online platforms facilitate the reach of destinations to international customers in addition to a broader market.

Furthermore, collaboration with distribution partners represents a significant opportunity for increasing ticket sales. By forming collaborative relationships with a diverse range of partners, including travel agents, online booking platforms, and tour operators, tourist destinations can effectively expand their market reach. To illustrate, collaboration with travel agents or international booking platforms can facilitate foreign travellers' access to tickets. Such collaboration has the potential to increase the volume of ticket sales, as tourists can purchase tickets through a variety of reliable sources. Furthermore, this collaboration is conducive to sales growth, as distribution partners can introduce destination tickets to a greater number of consumers. Furthermore, collaboration with an appropriate distribution partner can also enhance conversion rates, as consumers tend to exhibit greater trust in a platform or travel agent with which they are already familiar. Consequently, an increase in revenue can also be achieved through this collaboration, as distribution partners contribute to the promotion and sale of tickets to a wider market.

In conclusion, the accessibility of sales locations, the number of distribution channels, the effectiveness of online platforms, and collaboration with distribution partners are interconnected in a robust distribution strategy to increase sales volume, sales growth, conversion rate, and revenue from tourism ticket sales. The accessibility of sales locations facilitates the availability of tickets, while the number of distribution channels offers consumers a range of options. The efficacy of online platforms facilitates digital purchasing, which is becoming increasingly pertinent to prevailing consumption trends. Collaboration with distribution partners enables the expansion of reach into a broader market and the augmentation of sales potential. The conjunction of these four elements allows destinations to optimise ticketing opportunities, ensuring that diverse consumer groups have convenient and efficient access to purchase tickets. Through this comprehensive distribution approach, destinations can achieve enhanced sales performance, optimise growth potential, and increase revenue in a sustainable manner.

### **Conceptual Framework**

The conceptual framework is determined based on the formulation of the problem, research objectives and previous studies that are relevant to the discussion of this literature research:



**Figure 2. Conceptual Framework**

Based on Figure 2 above, product, price, promotion and place have an effect on increasing tourism ticket sales. However, in addition to the variables of product, price, promotion and place that affect the increase in tourism ticket sales, there are other variables that influence, including:

- 1) Process: (Supriyanto & Taali, 2022), (Cay & Irnawati, 2020), (Dary Nugraha Gotama Putra, 2021).
- 2) People: (Hadita & Adiguna, 2019), (Supriyanto & Taali, 2022), (Jumawan et al., 2023).
- 3) Positioning: (Mahabbah & Mawardi, 2024), (Borah et al., 2023), (Prayoga & Dani, 2020).

### CONCLUSION

Based on the problem formulation, results and discussion above, the conclusions of this study are:

1. Products affect the increase in Tourism Ticket Sales;
2. Price affects the increase in tourism ticket sales;
3. Promotion affects the increase in tourism ticket sales; and
4. Place has an effect on increasing tourism ticket sales.

### REFERENCES

Achmad, A., Simarmata, J., & Susanto, P. C. (2024). The Influence of Airline Service Quality , Punctuality of Flight Times , and Brand Image on Passenger Loyalty at Soekarno Hatta Airport. *Dinasti International Journal of Digital Business Management*, 5(4), 686–696.

Al, M., Abdullah, F., & Tarmizi, A. (2024). *The Impact of The Green Marketing Mix Strategy on Consumer Purchasing Decisions at KFC Fast Food Restaurants*. 2(1), 68–77.

Angliawati, R. Y., & Ratnasari, S. (2024). Peran Digital Marketing dalam Peningkatan Penjualan Tiket di Desa Wisata. *Jurnal Kajian Pariwisata*, 6(1), 75–85.

Azahra, F., & Hadita, H. (2023). Pengaruh Promosi Dan Harga Terhadap Keputusan Pembelian Melalui Variabel Intervening Minat Beli KFC Golden City Bekasi Di Sosial Media Instagram. *Jurnal Economina*, 2(2), 678–691. <https://doi.org/10.55681/economina.v2i2.351>

Bakti, U., Hairudin, & Alie, M. S. (2020). Pengaruh Kualitas Pelayanan, Produk dan Harga terhadap Minat Beli pada Toko Online Lazada di Bandar Lampung. *Jurnal Ekonomi*, 22(1), 101–118.

Borah, P. S., Dogbe, C. S. K., Pomegbe, W. W. K., Bamfo, B. A., & Hornuvo, L. K. (2023).

- Green market orientation, green innovation capability, green knowledge acquisition and green brand positioning as determinants of new product success. *European Journal of Innovation Management*, 26(2), 364–385.
- Cay, S., & Irnawati, J. (2020). Strategi Pemasaran Untuk Meningkatkan Penjualan (studi kasus UMKM di Tangerang Selatan). *Jurnal Mandiri: Ilmu Pengetahuan, Seni, Dan Teknologi*, 4(2), 160–170. <https://doi.org/10.33753/mandiri.v4i2.132>
- Dary Nugraha Gotama Putra, S. T. R. (2021). Analisis Pengaruh Kemudahan Penggunaan, Kualitas Layanan, dan Persepsi Manfaat Terhadap Loyalitas Pengguna dengan Kepuasan Pengguna Sebagai Variabel Intervening. *Diponegoro Journal of Management*, 10(1), 1–11.
- Dharasta, Y. S. M. A. (2017). Pengaruh Penetapan Harga Dan Promosi Terhadap Tingkat Penjualan Tiket (Studi Kasus Pada Jasa Travel Agent Di Wilayah Yogyakarta). *Jurnal Manajemen Dirgantara*, 10(2), 48–57.
- Dwi Firmansyah, Y., Dwikotjo Sri Sumantyo, F., & Ali, H. (2023). Pengaruh Harga, Promosi dan Tempat terhadap Keputusan Pembelian pada Toko Tekno Sport di Bumi Sani Kabupaten Bekasi. *Jurnal Pengabdian Masyarakat Dan Penelitian Terapan*, 1(1), 16–30. <https://doi.org/10.38035/jpmppt.v1i1.80>
- Faisal, M., Simarmata, J., & Susanto, P. C. (2024). Determinant Development of Airport Service Quality at Terminal 2 Soekarno Hatta. *Dinasti International Journal of Management Science*, 5(4), 908–919. <https://doi.org/https://doi.org/10.31933/dijms.v5i4>
- Hadita. (2019). Promosi Dan Harga pada Kepuasan Pelanggan Restoran Fast Food. *Ekspektra : Jurnal Bisnis Dan Manajemen*, 3(1), 25–38. <https://doi.org/10.25139/ekt.v3i1.1431>
- Hadita, & Adiguna, D. (2019). The effect of location and the promotion mix on visitors' interest: The case of Muara Beting beach and the forest of Mangrove Muara Gembong Bekasi. *African Journal of Hospitality, Tourism and Leisure*, 8(5), 1–13.
- Hadita, H. (2020). The Impact of the First Media Product Purchase Decision on Brand Image and Product Quality (First Media Customer Survey in DKI Jakarta). *American Journal of Humanities and Social ...*, 4, 77–85.
- Hardiyanti, A., Ridwan, R., & Ilham, B. U. (2023). Pengaruh promosi, produk dan harga terhadap peningkatan penjualan paket wisata inbound tour pada warung tiket makassar. *Malomo: Jurnal Manajemen Dan Akuntansi*, 1(3), 177–186.
- Ikhsan, R. F., Devi, A., & Kosim, A. M. (2020). Analisis Strategi Pemasaran Dalam Meningkatkan Penjualan Rumah Makan Pecak Hj. Sadiyah Cilodong Depok. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 2(1), 22–47. <https://doi.org/10.47467/elmal.v2i1.329>
- Jefi, J., Fahmi, M., Hendri, H., Kholifah, D. N., & Suharjanti, S. (2023). Sistem Informasi Penjualan Tiket Masuk Wisata Jembatan Cinta Berbasis Web. *INTI Nusa Mandiri*, 18(1), 84–92.
- Jumawan, J., Saputra, F., & Prabowo, P. B. (2023). Determinasi Pelatihan Florist dan Kualitas Pelayanan Kewirausahaan Pada Kejutbypugo Kota Bekasi. *OPTIMAL: Jurnal Ekonomi Dan Manajemen*, 3(4), 216–227.
- Kreatif, K. P. dan E. (2024). *Infografis Data Statistik Indikator Makro Pariwisata &*
- Kurnia, A., Mointi, R., & Ridwan, R. (2020). Pengaruh Harga Dan Biaya Promosi Terhadap Peningkatan penjualan Tiket pada PT. Pakem Tours dan Travel Makassar. *Economy Deposit Journal*, 2(2), 1–10.
- Latifah, L., Nindri, M. Z., Ardiansyah, F., & Yusup, I. (2021). Implementasi Komunikasi Pemasaran Terpadu sebagai Upaya Meningkatkan Volume Penjualan Tiket Taman Wisata Karang Resik Tasikmalaya. *Prosiding Industrial Research Workshop and National Seminar*, 12, 1493–1497.
- Mahabbah, H. I. N., & Mawardi, A. I. (2024). The Implementasi Strategi Pemasaran STP

- (Segmenting, Targeting, Positioning) Pada UMKM Alief Onions. *Jurnal Pengabdian Kepada Masyarakat Nusantara*, 5(1), 183–189.
- Mahaputra, M. R., & Saputra, F. (2021). Relationship Word Of Mouth , Advertising And Product Quality To Brand Awareness. *Dinasti International Journal of Digital Business Management*, 2(6), 1099–1108.
- Mahaputra, M. R., & Saputra, F. (2022). Determination of Public Purchasing Power and Brand Image of Cooking Oil Scarcity and Price Increases of Essential Commodities. *International Journal of Advanced Multidisciplinary*, 1(1), 36–46.
- Panggabean, H. L., Subagio, M., Sofiati, N. A., & Susanto, C. (2024). Business Management : Analysis of Entrepreneurship and Marketing Mix. *Siber International Journal of Digital Business*, 2(1), 33–46.
- Permatasari, E., Luthfiana, H., Pratama, N. A., & Ali, H. (2022). Faktor-Faktor Yang Mempengaruhi Pembelian Ulang: Promosi, Harga Dan Produk (Literature Review Perilaku Konsumen). *Jurnal Ilmu Manajemen Terapan*, 3(5), 469–478.
- Prayoga, Y., & Dani, A. R. (2020). Strategi diferensiasi dalam menentukan positioning pasar (studi kasus minuman lega di Labuhanbatu). *Ekonomi Bisnis Manajemen Dan Akuntansi (EBMA)*, 1(1), 81–90.
- Santika, E. F. (2024). *Nilai Online Booking Pariwisata Tumbuh, Traveloka dan Tiket.com Punya Pangsa Pasar Terbesar*. Databoks.Katadata.Co.Id.
- Saputra, F., Ali, H., & Mahaputra, M. R. (2023). Peran Ingredients, Influencer Review dan Live Streaming Marketing terhadap Minat Beli Konsumen pada Produk Skincare Varian Mugwort. *Jurnal Komunikasi Dan Ilmu Sosial (JKIS)*, 1(3), 141–153. <https://doi.org/https://doi.org/10.38035/jkis.v1i3>
- Saputra, F., Khaira, N., & Saputra, R. (2023). Pengaruh User Interface dan Variasi Produk terhadap Minat Beli Konsumen (Studi Literature). *Jurnal Komunikasi Dan Ilmu Sosial (JKIS)*, 1(1), 18–25.
- Saputra, F., & Mahaputra, M. R. (2022). Relationship of Purchase Interest , Price and Purchase Decisions to IMEI Policy ( Literature Review Study ). *Journal of Low Politic and Humanities*, 2(2), 71–80.
- Saputra, F., & Sumantyo, F. D. S. (2022). The Role of Marketing Management in Information Industry: Corporate Image , Brand Awareness and Promotion (Case Study at PT Lensa Potret Mandiri). *Jornal of Applied Management and Business*, 3(2), 46–54. <https://doi.org/10.37802/jamb.v3i2.267>
- Setyani, N. Z., Marliyah, L., & Satyarini, M. D. (2022). Peningkatan penjualan tiket masuk melalui bauran promosi di Sanggaluri Park pada masa pandemi COVID-19. *Journal of Economic Education and Entrepreneurship*, 3(1), 1–10.
- Setyawati, A., Susanto, P. C., & Hartono, H. (2020). Strategi Marketing Airlines Untuk Meningkatkan Penjualan Tiket Pesawat Low Cost Carrier (LCC). *Aviasi : Jurnal Ilmiah Kedirgantaraan*, 16(2), 41–49. <https://doi.org/10.52186/aviasi.v16i2.35>
- Supriyanto, M., & Taali, M. (2022). Pengaruh Bauran Pemasaran (Marketing Mix) Terhadap Pengambilan Keputusan Menginap Di the Sun Hotel Madiun. *Epicheirisi: Jurnal Manajemen, Administrasi, Pemasaran Dan Kesekretariatan*, 2(2), 26–33. <https://doi.org/10.32486/epicheirisi.v2i2.458>
- Susanto, P. C., Arini, D. U., Yuntina, L., & Panatap, J. (2024). Konsep Penelitian Kuantitatif : Populasi , Sampel , dan Analisis Data ( Sebuah Tinjauan Pustaka ). *Jurnal Ilmu Manajemen*, 3(1), 1–12. <https://doi.org/https://doi.org/10.38035/jim.v3i1>
- Susanto, P. C., Mahaputra, M. R., & Mahaputra, M. R. (2024). Service Quality and Customer Satisfaction Have an Impact on Increasing Hotel Room Occupancy Ratio : Literature Review Study. *Greenation International Journal of Tourism and Management*, 1(4), 400–412.



- Susanto, P. C., Yuntina, L., Saribanon, E., & Soehaditama, J. P. (2024). Qualitative Method Concepts : Literature Review , Focus Group Discussion , Ethnography and Grounded Theory. *Siber Journal of Advanced Multidisciplinary*, 2(2), 262–275. <https://doi.org/https://doi.org/10.38035/sjam.v2i2>
- Yuniarso, Y. B. (2023). Penggunaan Java Neatbeans dalam Aplikasi Sistem Informasi Penjualan Tiket Bus Pariwisata PO Harapan Jaya. *Journal of Research and Publication Innovation*, 1(3), 708–714.