International Conference on Sustainable Tourism and Entrepreneurship

Vol. 01 No.01 August 2026, ISSN: 3163-2912

The Role of Instagram Promotional Content in Influenching Tour Package Purchase Decisions

Anastasya Anggraini[1], Euis Widiati[2]

[1] *Tourism Management, Universitas Sahid, Indonesia*
[2] *Management, Universitas Sahid, Indonesia*

**Corresponding author. Email: anastasyaanggrainiii@gmail.com*

ABSTRACT

The rapid growth of digital technology has accelerated the use of social media as a strategic promotional tool in the tourism industry. Instagram has become one of the most widely utilized platforms by travel agencies to promote tour packages through visual-based communication and interactive content. This study aims to examine the influence of Instagram promotional content on tour package purchase decisions at PT Trip Tour Travel. This study employed a quantitative approach with an explanatory research design. Data were collected through questionnaires distributed to 100 respondents who had purchased international tour packages from PT Trip Tour Travel and had been exposed to the company's Instagram promotional content. The collected data were analyzed using descriptive analysis and simple linear regression with SPSS software. The findings reveal that Instagram promotional content has a positive and significant effect on purchase decisions, with a significance value below 0.05. The coefficient of determination (R^2) indicates that promotional content contributes substantially to explaining consumer purchase decisions. Visual appeal, information clarity, content credibility, and engagement were identified as important dimensions influencing consumer behavior. This study highlights the strategic role of Instagram promotional content in influencing consumer decision-making within the tourism sector. The findings also contribute to digital marketing literature by emphasizing the importance of visual communication and interactive engagement in outbound travel marketing.

Keywords: *Instagram promotional content; Purchase decision; Social media marketing; Tourism marketing.*

1. INTRODUCTION

The rapid advancement of digital technology has significantly transformed marketing practices in the tourism industry. Social media platforms, particularly Instagram, have become dominant communication channels that influence consumer perceptions, preferences, and decision-making processes. Through visually rich and interactive content, Instagram enables tourism businesses to effectively promote intangible products such as tour packages.

In the context of tourism services, where consumers cannot directly evaluate the product prior to purchase, promotional content plays a critical role in reducing uncertainty and shaping perceived value. High-quality visual presentation, clear and comprehensive information, credible messaging, and interactive engagement are essential elements that influence consumer responses. Previous studies indicate that social media marketing significantly affects consumer attitudes, purchase intention, and decision-making behavior [1], [2].

Indonesia's tourism sector continues to demonstrate positive growth, including outbound travel demand. This condition creates increasing competition among travel agencies, requiring companies to adopt effective digital marketing strategies. PT Trip Tour Travel is one of the travel agencies that actively utilizes Instagram (@triptourid) as its primary promotional platform, supported by a large number of followers and consistent content dissemination.

However, a high number of followers does not necessarily guarantee conversion into actual purchase decisions. Consumers are exposed to various competing travel agencies offering similar products and promotional strategies. As a result, it is essential to examine whether Instagram promotional content truly influences consumer purchasing decisions, particularly in the context of outbound tour packages.

Although numerous studies have examined the relationship between social media marketing and purchase intention, limited research specifically investigates the direct impact of Instagram promotional content on actual purchase decisions in the outbound travel agency sector. Most previous studies emphasize intermediary variables such as brand awareness, consumer engagement, or purchase intention rather than actual consumer purchasing behavior. Therefore, this study attempts to address this research gap by focusing

on the direct influence of Instagram promotional content on tour package purchase decisions.

Previous research has widely discussed the impact of social media on brand awareness and purchase intention. Nevertheless, studies that specifically examine the influence of Instagram promotional content on actual purchase decisions in the outbound travel agency sector remain limited. This indicates the existence of a research gap that requires further empirical investigation.

Therefore, this study aims to analyze the influence of Instagram promotional content on tour package purchase decisions at PT Trip Tour Travel. The findings are expected to contribute both theoretically, by enriching digital marketing literature in tourism, and practically, by providing strategic insights for optimizing social media promotional content.

2. LITERATURE REVIEW

Social media has become an integral component of modern marketing communication, enabling firms to interact directly with consumers through digital platforms. Unlike traditional marketing channels, social media allows for real-time engagement, user-generated content, and interactive communication, which significantly influence consumer perception and behavior [3]. In the tourism industry, this role becomes increasingly important due to the intangible nature of services, where consumers rely heavily on information and visual representation before making purchasing decisions.

The growing role of visual-based social media marketing has significantly transformed consumer behavior in tourism services. Recent studies indicate that visually attractive and interactive content on Instagram positively influences consumer trust, destination image, and purchasing behavior. Social media engagement also strengthens emotional attachment between consumers and tourism brands, increasing the likelihood of purchase decisions. Therefore, tourism companies are increasingly required to optimize digital promotional strategies that combine visual appeal, information quality, credibility, and consumer interaction.

Instagram, as a visual-based social media platform, provides unique advantages in tourism marketing. Its features, such as photos, videos, reels, and stories, allow companies to present destinations, experiences, and services in a more immersive and persuasive manner. Visual content has been shown to stimulate emotional responses and increase consumer interest, making Instagram an effective tool for influencing tourism- related decisions.

The effectiveness of Instagram promotional content can be understood through several key dimensions. First, visual appeal plays a crucial role in capturing attention and creating initial interest. High-quality images and videos can enhance aesthetic value and attract users in highly competitive digital environments. Second, information clarity is essential in helping consumers understand product details, including itinerary, pricing, and service features. Clear and complete information reduces perceived risk and supports rational evaluation.

Third, content credibility is a critical factor in building consumer trust. In digital environments, credibility is often established through consistency of information, authenticity of content, and the presence of testimonials or real user experiences. Fourth, interactivity and engagement reflect the ability of content to encourage user participation, such as likes, comments, shares, and direct communication. High engagement levels indicate stronger relationships between consumers and brands, which can influence purchasing behavior.

From a consumer behavior perspective, purchase decision is a complex process involving multiple stages, including problem recognition, information search, evaluation of alternatives, decision-making, and post-purchase behavior [1]. In digital contexts, exposure to promotional content significantly affects the early stages of this process, particularly in shaping awareness, interest, and evaluation criteria.

Previous studies have consistently demonstrated the influence of social media marketing on consumer behavior in the tourism sector. For instance, prior research indicates that Instagram promotional content positively affects purchase intention through visual attractiveness and perceived credibility. Other studies highlight that engagement and interactive features play a significant role in strengthening consumer trust and influencing decision-making.

However, existing studies tend to focus on general tourism contexts or emphasize intermediate variables such as brand awareness and purchase intention. Limited research specifically examines the direct impact of Instagram promotional content on actual purchase decisions, particularly within the context of outbound travel agencies. This limitation suggests the need for further empirical investigation to better understand the relationship between promotional content and consumer behavior in real purchasing situations.

Based on the theoretical framework and empirical findings, it can be proposed that high-quality Instagram promotional content, characterized by strong visual appeal, clear information, credible messaging, and interactive engagement has the potential to influence consumer purchase decisions. Therefore, the following hypothesis is formulated:

H1: Instagram promotional content has a positive and significant effect on tour package purchase decisions.

3. METHOD

This study adopts a quantitative approach with an explanatory design to examine the effect of Instagram promotional content on tour package purchase decisions.

Data were collected through an online questionnaire using a five-point Likert scale. The population consists of 2,142 participants who joined PT Trip Tour Travel's international tour packages in 2025. A sample of 100 respondents was selected using purposive sampling, with criteria including prior

participation in tour packages and exposure to Instagram promotional content.

The study involves two variables: Instagram promotional content as the independent variable and purchase decision as the dependent variable. The independent variable is measured through dimensions of visual appeal, information clarity, credibility, and engagement, while the dependent variable includes interest, information search, trust, purchase decision, and recommendation behavior.

INSTRUMENT VALIDITY AND RELIABILITY

Instrument validity was tested using Pearson Product Moment correlation analysis. All questionnaire items obtained correlation coefficients above the minimum threshold value of 0.30, indicating that all measurement items were valid.

Reliability testing was conducted using Cronbach's Alpha to evaluate the internal consistency of the research instrument. The results showed that all variables achieved Cronbach's Alpha coefficients above 0.70, indicating acceptable reliability and consistency.

Data were analyzed using descriptive analysis and simple linear regression with SPSS. Hypothesis testing was conducted using a significance level of 0.05, where a significance value below 0.05 indicates a statistically significant effect. The coefficient of determination (R^2) was used to assess the explanatory power of the model.

4. FINDINGS AND DISCUSSION

The results of the descriptive analysis indicate that respondents perceive Instagram promotional content from PT Trip Tour Travel very positively across all measured dimensions. Visual appeal, information clarity, content credibility, and engagement demonstrate consistently high evaluations, suggesting that the promotional content is well-designed and effectively communicated.

From the regression analysis, Instagram promotional content is found to have a positive and statistically significant effect on tour package purchase decisions. The significance value is below the threshold of 0.05, indicating that the proposed hypothesis is accepted. Furthermore, the positive regression coefficient suggests that improvements in the quality of promotional content lead to an increase in consumers' likelihood of making purchase decisions.

The regression analysis revealed that Instagram promotional content positively affects tour package purchase decisions. The regression coefficient indicates that improvements in promotional content quality increase consumers' likelihood of making purchasing decisions. Furthermore, the coefficient of determination (R^2) demonstrates that Instagram promotional content contributes substantially to explaining variations in purchase decisions, while the remaining variance may be influenced by other external factors not included in this study.

The coefficient of determination (R^2) indicates that Instagram promotional content explains a substantial proportion of the variance in purchase decisions. This implies that social media content plays an important role in influencing consumer behavior, although other external factors beyond the scope of this study may also contribute.

From an analytical perspective, the findings highlight the importance of visual-based marketing in the tourism industry. The strong performance of the visual appeal dimension confirms that aesthetically engaging content is effective in capturing attention and generating initial interest. This aligns with the concept of visual persuasion, where images and videos influence emotional responses and shape consumer attitudes.

In addition, the clarity of information is shown to play a crucial role in supporting consumer decision-making. Clear and complete information reduces uncertainty and allows consumers to evaluate tour packages more confidently. This finding reinforces the importance of informational value in digital marketing communication.

Content credibility also emerges as a key determinant of purchase decisions. The presence of testimonials and authentic travel experiences enhances trust and reduces perceived risk, which is particularly important in the context of intangible tourism services. Consumers are more likely to make purchasing decisions when they perceive the information as reliable and consistent with actual service quality.

Furthermore, interactivity and engagement contribute to strengthening the relationship between consumers and the brand. Interactive features such as comments, likes, and direct communication foster a sense of involvement and connection, which can positively influence consumer behavior.

These findings are consistent with previous studies that emphasize the role of social media marketing in shaping consumer decision-making. However, this study extends prior research by demonstrating that Instagram promotional content not only influences purchase intention but also has a direct impact on actual purchase decisions, particularly in the context of outbound travel services.

This study contributes to tourism digital marketing literature by providing empirical evidence that Instagram promotional content not only influences consumer interest but also directly affects actual purchase decisions in outbound travel services. The findings strengthen the understanding of visual-based social media marketing as an important determinant of consumer behavior in the tourism industry.

In the broader context of tourism marketing, Instagram serves as a critical touchpoint in the pre- purchase stage, where consumers actively seek information, compare alternatives, and form preferences. Therefore, the effectiveness of promotional content on this platform

becomes a strategic factor in driving conversion from interest to actual purchase

5. CONCLUSIONS

This study concludes that Instagram promotional content has a positive and statistically significant effect on tour package purchase decisions at PT Trip Tour Travel. High-quality promotional content characterized by strong visual appeal, clear information, credible messaging, and interactive engagement significantly influences consumer purchasing behavior.

The findings indicate that Instagram functions as an effective digital marketing communication platform in the tourism industry, particularly during the pre-purchase stage where consumers actively evaluate alternatives and form purchasing preferences. Therefore, tourism businesses should prioritize visually attractive, informative, and interactive promotional strategies to strengthen consumer trust and encourage purchasing decisions.

From a theoretical perspective, this study enriches digital tourism marketing literature by emphasizing the direct influence of social media promotional content on actual consumer purchase decisions. Future studies are recommended to incorporate additional variables such as brand trust, electronic word-of-mouth, price perception, and service quality to provide a broader understanding of consumer behavior in tourism marketing.

ACKNOWLEDGMENTS

The author would like to express sincere gratitude to PT Trip Tour Travel for providing data and support, as well as to academic supervisors for their valuable guidance throughout this research.

REFERENCES

[1] P. Kotler and K. L. Keller, Marketing Management, 15th ed. Harlow, UK: Pearson Education Limited, 2021.

[2] D. Chaffey and F. Ellis-Chadwick, Digital Marketing: Strategy, Implementation and Practice, 7th ed. Harlow, UK: Pearson Education Limited, 2019.

[3] A. M. Kaplan and M. Haenlein, “Users of the world, unite! The challenges and opportunities of social media,” Business Horizons, vol. 53, no. 1, pp. 59–68, Jan.–Feb. 2010, doi: 10.1016/j.bushor.2009.09.003.

[4] W. G. Mangold and D. J. Faulds, “Social media: The new hybrid element of the promotion mix,” Business Horizons, vol. 52, no. 4, pp. 357–365, Jul.– Aug. 2009, doi: 10.1016/j.bushor.2009.03.002.

[5] Sugiyono, Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung, Indonesia: Alfabeta, 2019.