

The Influence of Price and Company Image on Ticket Purchase Decisions at *the Medan X Beauty Event* at Santika Premiere Dyandra 2024

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ABSTRACT

This study aims to analyze the effect of price and corporate image on the purchase decision of Medan X Beauty tickets. The background of the research is based on the increasing competition in the beauty event industry, making pricing strategy and corporate image important factors in attracting consumer interest. This study employed a quantitative method with multiple linear regression analysis. The sample consisted of 100 respondents selected using the purposive sampling technique. The analysis results show that, partially: The price variable has a positive and significant effect on purchase decision with $t = 4.021 > 1.984$ and $\text{Sig.} = 0.001 < 0.05$. The corporate image variable has a positive and significant effect with $t = 5.035 > 1.984$ and $\text{Sig.} = 0.001 < 0.05$. Simultaneously, price and corporate image have a positive and significant effect on purchase decision with $F\text{-value} = 106.569 > F\text{-table} = 3.09$ and $\text{Sig.} = 0.001 < 0.05$. The coefficient of determination ($R^2 = 0.687$) indicates that 68.7% of the variation in purchase decisions is explained by price and corporate image, while the remaining 31.3% is influenced by other variables outside this study. Therefore, it can be concluded that the corporate image factor is more dominant in influencing the purchase decision of Medan X Beauty tickets compared to the price factor. The findings of this research are expected to serve as a consideration for event management in determining effective marketing strategies.

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1. INTRODUCTION

The world of MICE is one of the promising business worlds because tourism is one of the world's giant industries that drives the fastest growth of economic sectors. The success of the development of the MICE industry has *multiplier effect* which is very big because it involves so many business people. Among the parties that have the potential to get big profits from the MICE business are printing, hotels, souvenir companies, travel agencies, transportation, *Professional Conference Organizer* (PCO), small and medium enterprises (SMEs), and *event organizer* (EO). Currently, many MICE industries are engaged in the event sector such as *Wedding Organizer* (WHERE), *Event Organizer* (EO), one of them is in the city of

Medan. Usually the most frequently encountered and most in-demand events are concerts, exhibitions and festivals. This indicates that there is a positive impact and interest in these activities.

Event x Beauty is the largest beauty event in Indonesia organized by *Female daily* located in Jakarta. *Female daily* is an online media and women's community platform in Indonesia that focuses on beauty, lifestyle, and various other topics relevant to women. *Female daily* has a wide variety of content such as articles, product reviews, discussion forums (FD Talk), and applications that are a forum for a community of beauty lovers. *Female Daily* receives funding from investors and also has various cooperation programs with beauty brands, this is of course used as a corporate image to run an event business by organizing *x beauty events*. *Event x beauty* is an event featuring more than 400 local and international beauty brands, as well as various activities such as *talk shows*, *workshops*, and music. The purpose of this event is to provide a fun shopping experience, inspire the beauty community, and support the Indonesian beauty industry. *This event* has been held in six cities, namely, Jakarta, Surabaya, Bandung, Jogja, Semarang and Medan.

The Medan x Beauty event lasted for three days, which was held on Friday, November 1-3, 2024 at the Santika Premiere Dyandra hotel, Medan. *This event* is the most anticipated event for every Medan resident, especially for women / women, because this *event* is known as *the largest bazaar event in Medan that sells skincare products* from various local and international brands. With this famous brand, visitors no longer doubt the quality of the product. It is proven by the very crowded number of visitors at the time the event was held, until the hotel security also secured road access so that it remains orderly in the ticket purchase process. *This event* only happens once a year in the city of Medan, usually held in early November and late November. Based on data obtained by researchers, the level of visitors to *x beauty events* has increased from year to year. The following is the number of visitors to *the Medan X Beauty event* from 2022-2024.

Table 1. Number of visitors in 2022-2024.

Year of Implementation	Total Visitors
2022	22,393 visitors
2023	27,991 visitors
2024	29,126 visitors

Source : Instagram Female Daily Network 2024

From the table above, it can be seen that the number of visitors to Medan x *Beauty* has increased from 2022 to 2024. This is certainly a phenomenon that raises the question of what factors influence Medan x *Beauty* visitors in making so many ticket purchase decisions. With this phenomenon, researchers argue that what makes the Medan x *beauty* 2024 event always crowded and successful is because of the price and company image factors. According to Gunarsih et al (2021:70), the purchase decision is a stage of the buyer's decision process, namely when consumers actually buy the product. Where consumers know the problem, looking for information about a particular product or brand and also evaluating how well each of these alternatives can solve the problem which then leads to a purchase decision. Through this theory, it can be interpreted that, in purchasing decision-making, it is influenced by the suitability of product information such as product brand, benefits and price. If these three factors are met, then visitors will purchase goods or tickets. The ticket prices at the Medan x *beauty event* are still relatively cheap or affordable, because at the Medan x *beauty event* the products sold are quality products and well-known brands and also have many price discounts, as well as getting *souvenirs* in the form of *godie bags* which contains beauty products for those who have purchased premium tickets. The ticket types and ticket prices at Medan x *beauty* are as follows:

Presale 1

Table 2. Medan x Beauty Ticket Prices .

Ticket types	Benefits	Price
<i>silver</i>	<i>Daily pass</i>	20.000
	<i>(buy one get one)</i>	
<i>Gold</i>	<i>3 – day pass</i>	50.000
	<i>(buy one get one)</i>	
<i>Platinum</i>	<i>3- day pass</i>	80.000
	<i>(Exclusive tote bag)</i>	

Source: Instagram female Daily Network 2024

Presale 2**Table 3.** Medan x Beauty Ticket Prices .

Ticket types	Benefits	Price
<i>silver</i>	<i>Daily pass</i>	30.000
	<i>(buy one get one)</i>	
<i>Gold</i>	<i>3 – day pass</i>	70.000
	<i>(buy one get one)</i>	
<i>Platinum</i>	<i>3- day pass</i>	100.000
	<i>(Exclusive tote bag)</i>	

Source: Instagram female Daily Network 2024

Normal**Table 3.** Medan x Beauty Ticket Prices .

Ticket types	Benefits	Price
<i>silver</i>	<i>Daily pass</i>	30.000
	<i>(buy one get one)</i>	
<i>Gold</i>	<i>3 – day pass</i>	80.000
	<i>(buy one get one)</i>	
<i>Platinum</i>	<i>3- day pass</i>	120.000
	<i>(Exclusive tote bag)</i>	

Source: Instagram female Daily Network 2024

The table above is the ticket price for Medan x Beauty which will be held at the Santika Premiere Dyandra hotel, Medan 2024. Purchasing Medan x Beauty tickets certainly has *different benefits*. Silver tickets only give access to events for 1 specific day, while *gold* and *premium* tickets offer more benefits such as access to all events, special areas (*talk shows, workshops*), and even the opportunity to meet with *brand ambassadors* of certain brands. Not only that, after buying tickets, there are also many *benefits* that visitors get if they buy the ticket. Such as "*buy one get one*" discounts, and product price discounts. This certainly makes visitors not feel at a loss in buying tickets because the products they get are also products with national and international brands which of course have good quality.

According to Indrasari (2019:36), price is the value of a good and service which is measured by the amount of money spent by the buyer to get a number of combinations and goods or services and services. From this theory, the author concludes that price is the value or quality of a product that is paid for with money, the higher the quality of the product, the higher the value in the form of money and vice versa.

Likewise with the company's image, Indrasari (2019:94) stated that Citra is a relatively consistent perception in the long term (*enduring perception*). So it is not easy to form an image, so when it is formed it will be difficult to change it. The image that is formed must be clear and have advantages when compared to its competitors. A company's image is related to the physical and attributes associated with the company, such as the name, building, product or service, to influence the quality communicated by each person to be interested in the company. Image describes the overall impression that the public makes about the company and its products. So the image is influenced by many factors beyond the company's control. *The company Female Daily Network* is an *online media* and *women's community platform* in Indonesia that focuses on *beauty, lifestyle, and various other topics relevant to women*.

Female daily has a wide variety of content such as articles, product reviews, discussion forums (FD Talk), and applications that are a forum for a community of beauty lovers. *Female Daily* receives funding from investors and also has various cooperation programs with beauty brands, this is of course used as a corporate image to run an event business by organizing *x beauty events*. The reason the researcher made the company's image as the second factor that influenced the purchase decision was because the researcher had participated in *the Medan x beauty event* in 2022, where in that year there was a lot of competition in the market for product sales on various social media, one of which was tiktok *shop* in 2022 was increasing. At the time of the Medan *x beauty* 2022 implementation, the Medan *x beauty event crew* had doubts about the sale of tickets for the event, because the rival at that time was online sales on tiktok *shop*. After the Medan *x beauty* 2022 event was over, it turned out that the target of Medan *x beauty* ticket sales participants exceeded the target they wanted in 2022. Therefore, with the phenomenon of rampant online sales on social media in 2022, researchers think that one of the factors that can be invited to conduct sales competition is the company's image. Where the company's image affects the sales of products or goods. According to the researcher, the image of the female daily company is not in doubt because the company collaborates with various investors and collaborates with companies that have well-known brands or brands so that the quality of the product does not need to be doubted. Meanwhile, the quality of product sales on tiktok *shops* cannot be ascertained. So according to researchers, this company image affects the purchase decision at an event.

Through this phenomenon, the researcher is interested in raising the title "The Influence of Price and Company Image on Ticket Purchase Decisions at *the Medan X Beauty Event* at Santika Premiere Dyandra 2024."

2. METHODS

This research was carried out at the Santika Premiere Dyandra Hotel Jl. Captain Maulana Lubis No,7 Petisah Tengah, Kec, Medan, North Sumatra. The time for this research started in June until it was completed. According to Sugiyono (2019:126), a population is a whole object or subject that has certain characteristics. The population in this study is visitors who have purchased tickets at *the Medan x beauty* 2024 event which totals 29,126 visitors. The sample of this study used *non-probability* sampling techniques. *Non-probability sampling* is a sampling technique that does not provide the same opportunity for each element or member of the population to be selected as a sample, the number of samples used in this study is 100 visitors, namely visitors at Medan *x beauty* 2024.

The type of data consists of primary data obtained through questionnaires obtained from the results of filling out questionnaires carried out by visitor respondents who have purchased tickets for *the Medan x beauty* 2024 event at Santika premiere dyandra hotel as well as secondary data collected through literature studies such as books, journals, and research-related references. There are several data collection techniques The data collection techniques used in this study are observation and questionnaires. In this study, the data processing techniques used are quantitative descriptive techniques, then the data is analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, hypothesis tests, and determination coefficients with the help of SPSS software.

3. FINDINGS AND DISCUSSION

1) Data Quality Test

a. Validity Test

Table 4. Price validity test results

Statement	Correlation Coefficients (Count)	Sig(2-tailed)>rtable value	Information
I feel that the ticket price of the Medan event x <i>Beauty</i> 2024 is affordable.	0,659	0,3061	Valid
The variety of ticket prices offered allows me to buy according to my ability.	0,484	0,3061	Valid
The ticket price package for the Medan x <i>beauty</i> 2024 event that I bought is affordable to watch the event for 3 days in a row.	0,477	0,3061	Valid
The ticket price I bought was in accordance with the quality of the Medan x <i>beauty</i> 2024 event that I watched.	0,655	0,3061	Valid
Ticket prices for the Medan x <i>beauty</i> 2024 event are suitable for the quality of <i>national-scale</i> events.	0,633	0,3061	Valid
Ticket prices for the Medan x <i>beauty</i> 2024 event are in accordance with the facilities obtained.	0,362	0,3061	Valid
Ticket prices for the Medan x <i>beauty</i> 2024 event in Medan are affordable compared to other Bazaar events that have been held in Medan.	0,576	0,3061	Valid
Ticket prices for this event are competitive compared to other similar events.	0,653	0,3061	Valid
Special offers on ticket prices on the Medan x <i>beauty</i> 2024 website make the price more affordable compared to bazaar event package ticket prices.	0,411	0,3061	Valid
others that have been held before in Medan.			
I can get entertainment and benefits of the products sold according to the ticket price offered.	0,417	0,3061	Valid
A new experience of watching the Medan x <i>beauty</i> 2024 event according to the ticket prices offered.	0,577	0,3061	Valid
The Medan x <i>beauty</i> 2024 event provides facilities according to the price offered.	0,682	0,3061	Valid

Source: SPSS 2025 processed data

Based on table 4 above, it is stated that the statement item in the Price variable (x_1) can be declared valid because all statement items have a >rtable calculation of 0.3061. Therefore, the entire statement item in the research questionnaire can be used.

Table 5. Results of the Validity Test of the Variables of the Company Image

Statement	Correlation coefficient (calculated)	Nilai Sig (2 – tailed)>rtabel	Information
Products/services from the Female daily company have a personality that matches the values and preferences of consumers	0,517	0,3061	Valid
The company's personality is reflected in the brand image and communication with consumers	0,449	0,3061	Valid
Perceptions of a company's personality can influence consumers' purchasing decisions	0,603	0,3061	Valid
The company's reputation greatly influences consumer perception of the prices offered and the facilities provided	0,866	0,3061	Valid
A good reputation can make consumers buy tickets at <i>the Medan x beauty 2024</i> event	0,528	0,3061	Valid
The company's reputation influences consumers in making decisions to buy Medan x <i>beauty 2024</i> tickets	0,845	0,3061	Valid
The values owned by <i>the Female daily</i> company affect the way they interact with consumers	0,814	0,3061	Valid
The values that <i>the company has Female daily</i> plays an important role in shaping the company's image in the eyes of consumers	0,621	0,3061	Valid
The values reflected in the company's activities and decisions affect how consumers perceive the integrity of <i>Female daily</i>	0,673	0,3061	Valid
Corporate identity plays an important role in shaping the company's image in the eyes of consumers	0,565	0,3061	Valid
A consistent corporate identity across various communication <i>platforms</i> shows the company's seriousness and professionalism	0,716	0,3061	Valid
A unique and distinct corporate identity can help the company stand out in the midst of market competition	0,817	0,3061	Valid

Source: SPSS 2025 processed data

Based on table 5 above, it is stated that the statement item in the company image variable (x_2) can be declared valid because all statement items have a >table calculation of 0.3061. Therefore, the entire statement item in the research questionnaire can be used.

Table 6. Purchase decision validity test results

Statement	Correlation coefficient (calculated)	Nilai Sig (2 – tailed)>rtabel	Information
The prices offered affect the desire of visitors to buy tickets at the <i>Medan x beauty 2024</i> event	0,560	0,3061	Valid
The price and benefits of the product make visitors to make a repeat purchase	0,802	0,3061	Valid
Using products from the <i>Medan x beauty 2024</i> event will ensure that the <i>Medan x beauty 2024</i> event runs smoothly according to consumer expectations	0,616	0,3061	Valid
The price offered affects the desire of visitors to buy tickets at the <i>Medan x beauty 2024</i> event	0,468	0,3061	Valid
The image of the company that is owned affects the desire of visitors to buy tickets for the <i>Medan x beauty 2024</i> event	0,664	0,3061	Valid
The desire to buy <i>Medan x beauty 2024</i> tickets is an important step to ensure that the <i>Medan x beauty 2024</i> event runs smoothly and meets consumer expectations	0,754	0,3061	Valid
The dissemination of information by word of mouth by <i>Medan x beauty consumers</i>	0,677	0,3061	Valid
I am satisfied with buying tickets at the <i>Medan x beauty 2024</i> event and will recommend to my friends	0,790	0,3061	Valid
<i>The uploaded reviews</i> will be a benchmark for the consideration of potential consumers	0,487	0,3061	Valid
The prices and facilities provided affect consumers in repurchasing <i>Medan x beauty 2024</i> tickets	0,521	0,3061	Valid
Making repurchases is an efficient way for consistency and consumer satisfaction	0,525	0,3061	Valid
Making a repurchase is a sign of consumer confidence in the <i>Medan x beauty 2024</i> event	0,559	0,3061	Valid

Source: SPSS 2025 processed data

Based on table 6 above, it is stated that the statement item in the visiting decision variable (Y) can be declared valid because all statement items have a $r_{table} >$ calculation of 0.3061. Therefore, the entire statement item in the research questionnaire can be used.

b. Reliability Test

Table 7. Reality test results

Variabel	Number of statement items	Nilai Cronbach's Alpha	Cronbach's Alpha hinted at	Information
Price	12	0,881	>0,60	Reliable
Company image	12	0,886	>0,60	Reliable
Purchase decision	12	0,903	>0,60	Reliable

Source: SPSS 2025 processed data

Based on table 7 above, the results of the reliability test show that the values of the price variables (X_1), company image (X_2) and purchase decisions (Y) have a large *Cronbach's Alpha* coefficient, which is above 0.60 so that it can be said that each variable of this research questionnaire is reliable, meaning that this research questionnaire is a reliable and reliable questionnaire.

2) Classical Assumption Test

a. Normality Test

Table 8. Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	6.48869913
Most Extreme Differences	Absolute	.080
	Positive	.064
	Negative	-.080
Test Statistic		.080
Asymp. Sig. (2-tailed) ^c		.110
Monte Carlo Sig. (2-tailed) ^d	Sig.	.112
	99% Confidence Interval	Lower Bound
		Upper Bound
		.104
		.120

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source : Data processed SPSS 2025

Based on table 8 above, it can be seen that the value of Asymp. Sig. (2-tailed) is $0.120 > 0.05$. Referring to the decision-making criteria in the *Kolmogorov-Smirnov Test* normality, it can be concluded that the data has a normal distribution.

- Graph Histogram

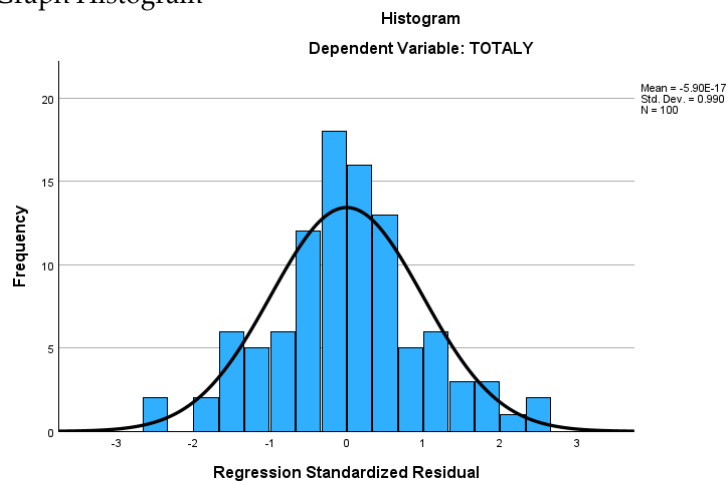
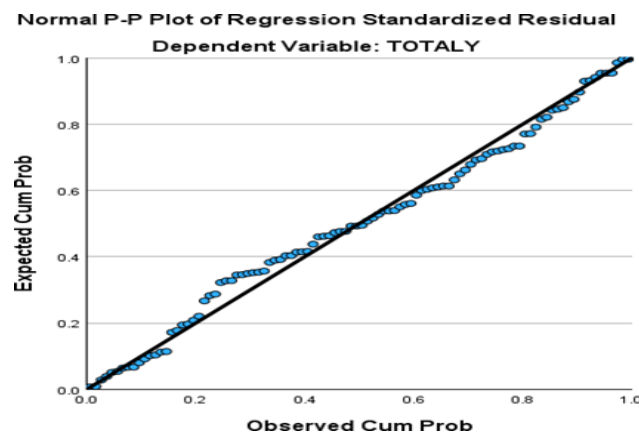


Figure 1. Histogram Graph

Source: SPSS 2025 processed data

Based on figure 1 above, it can be seen that the histogram shows a normal distribution pattern with the shape of a bell, without tilting to the left or right, indicating that the peak is at zero. Therefore, it can be concluded that the variables in this study follow a normal distribution.

- Grafik Normal Probability Plot



Gambar 2. Grafik Normal Probability Plot

Source: SPSS 2025 processed data

Figure 2. The above describes the points following and approaching the direction of the diagonal line so that it can be concluded that they are normally distributed.

b. Multicollinearity Test

Table 9. Multicollinearity Test Results

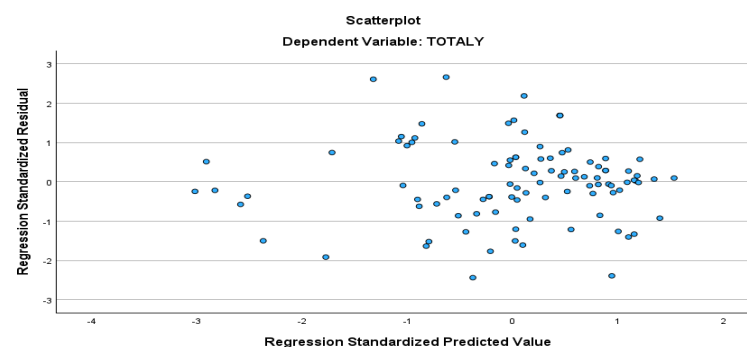
Coefficients ^a								
Model	Unstandardized Coefficients			Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error					Tolerance	VIF
1	(Constant)	4.660	2.827		1.648	.103		
	TOTALX1	.394	.098	.387	4.021	<.001	.348	2.872
	TOTALX2	.517	.103	.485	5.035	<.001	.348	2.872

a. Dependent Variable: TOTALY

Source: SPSS processed data (2025)

Based on table 9 above, the following data can be obtained, a). In the Price variable, a tcal value of $0.348 > 0.1$ and the VIF is $2.872 < 10$, it can be concluded that in the price variable there is no multicollinearity. b). In the company image variable, a tcal value of $0.348 >$ and VIF is $2.872 < 10$, it can be concluded that in the company image variable there is no multicollinearity.

c. Heteroscedasticity Test



Gambar 3. Grafik Normal Probability Plot

Source: SPSS 2025 processed data

Based on figure 3 above, it can be seen that the distribution of data points occurs randomly and does not form a certain pattern above and below the zero on the Y axis.

3) Multiple Linear Regression Analysis Test

Table 10. Multiple Linear Regression Test Results

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.660	2.827		1.648	.103	
	TOTALX1	.394	.098	.387	4.021	<.001	.348
	TOTALX2	.517	.103	.485	5.035	<.001	.348

a. Dependent Variable: TOTALY

Source: SPSS 2025 processed data

Based on table 10 above, the multiple linear regression equation is obtained as follows:

$$Y = 4.660 + 0.394X_1 + 0.517X_2 + e$$

From the linear regression equation above, it can be explained as follows:

1. The positive value of the constant (α) of 4.660 is a constant when the variable Purchase decision (Y) has not been influenced by the variables Price (X1), Company image (X2).
2. The variable regression coefficient of Price has a value of β_1 of 0.394 and has a positive value for the purchase decision (Y). This means that if there is an increase in the price (affordability of price, price suitability with quality, price competitiveness and price suitability with benefits) then the purchase decision variable will increase by 0.394.
3. The variable regression coefficient of the company's image has a β_2 value of 0.517 and has a positive value for the purchase decision (Y). This means that if there is an increase in the company's image, the purchase decision variable will increase by 0.517.

From the results of the multiple linear regression above, it shows that the free variable, namely the price and the image of the company, have a positive effect on the bound variable, namely the purchase decision. Any increase that occurs in the free variable will be followed by the increase that occurs in the bound variable. It can be concluded that the most dominant variable influencing the purchase decision of the Medan x beauty 2024 event is the company image variable with a regression coefficient value of 0.517.

4) Hypothesis Test

a. Partial Significance Test (t-test)

Table 11. Partial Significance Test Results (t-Test)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	4.660	2.827	1.648	.103
	TOTALX1	.394	.098	.387	4.021
	TOTALX2	.517	.103	.485	5.035

a. Dependent Variable: TOTALY

Source: SPSS 2025 processed data

Based on the SPSS output in table 11, the following results were obtained:

- a. Based on the results of the partial test (t-test) in the table above, it is known that the price variable (X1) has a tcal value greater than ttable, which is 4.021 greater than 1.984 with a significance level of 0.001 smaller than the significance value of 0.05. This means that Price (X1) has a positive and significant effect on the purchase decision (Y). Thus, it is concluded that the first hypothesis (H01) is rejected and (Ha1) is accepted.
- b. Based on the results of the partial test (t-test) in the table above, it is known that the company image variable (X2) has a tcal value greater than the ttable, which is 5.035 greater than 1.984 with a significance level of 0.001 smaller than the significance value of 0.05. This means that the company's image (X2) has a positive and significant effect

on the purchase decision (Y). Thus, it is concluded that the first hypothesis (H02) is rejected and (Ha2) is accepted.

b. *Simultaneous Significance Test (F test)*

Table 12. Results of Simultaneous Significance Test (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9158.822	2	4579.411	106.569	<.001 ^b
	Residual	4168.218	97	42.971		
	Total	13327.040	99			

a. Dependent Variable: TOTALY

b. Predictors: (Constant), TOTALX2, TOTALX1

Source: SPSS 2025 processed data

Based on table 12 above, the Fcal value of 106.569 is greater than the Ftable of 3.09 with a significant level of 0.001. The significance value for the simultaneous influence of Price (X1) and Company Image (X2) on the purchase decision (Y) is $0.001 < 0.05$ and the Fcal value is $106.569 > F_{table}$ is 3.09. This means that simultaneously the Price (X1) and the company's image (X2) have a positive and significant effect on the purchase decision (Y). Thus, it is concluded that the fourth hypothesis (H03) is rejected and (Ha3) accepted.

c. *Determination Coefficient Test (R Square)*

Table 13. Determination Coefficient Test Results (R2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.829 ^a	.687	.681	6.555

a. Predictors: (Constant), TOTALX2, TOTALX1

b. Dependent Variable: TOTALY

Source: SPSS processed data (2025)

Based on table 13 above, the magnitude of the determination coefficient value or *R square* shows that the relationship between the variable Price (X1) and Company Image (X2) to the purchase decision (Y) has a relationship of 0.687 which means 68.7%. This value can be interpreted that the variables studied affect purchase decisions by 68.7% and the remaining 31.3% can be explained by other variables such as accessibility, facilities, venues, promotions and others that are not studied in this study.

Discussion

The Influence of Price on Ticket Purchase Decisions at the Medan x *Beauty* 2024 event at santika premiere dyandra hotel

The results of the multiple linear regression test and the t test stated that the price had a positive and significant effect partially on the decision to purchase tickets at the Medan x *beauty* 2024 event. The results of the regression test showed that the price had a positive value on the purchase decision (Y), namely the variable regression coefficient of Price had a value of β_1 of 0.394 and had a positive value on the purchase decision (Y). This means that if there is an increase in the price (affordability of price, price suitability with quality, price competitiveness and price suitability with benefits) then the purchase decision variable will increase by 0.394.

Then the results of the partial test (t) show that the price has a positive and significant effect on the purchase decision (Y), namely, the price (X1) has a tcal value greater than the ttable, which is 4.021 greater than 1.984 with a significance level of 0.001 smaller than the significance value of 0.05.

The influence of the company's image on the purchase decision at the Medan x *beauty* 2024 event at

the santika premiere dyandra hotel

The results of the multiple linear regression test and the t-test stated that the company's image had a positive and significant partial effect on the decision to purchase tickets at the Medan x *beauty* 2024 event. The results of the regression test showed that the company's image had a positive value on the purchase decision (Y), namely the variable regression coefficient of the company's image had a β_2 value of 0.517 and had a positive value on the purchase decision (Y). This means that if there is an increase in the company's image, the purchase decision variable will increase by 0.517.

Then the results of the partial test (t) show that the company's image has a positive and significant effect on the purchase decision (Y), namely, the company image variable (X2) has a t_{cal} value greater than the t_{table} , which is 5.035 greater than 1.984 with a significance level of 0.001 smaller than the significance value of 0.05. Thus, it is concluded that the first hypothesis (H_{02}) is rejected and (H_{a2}) accepted.

The Influence of Price and Company Image on Ticket Purchase Decisions at the Medan x Beauty 2024 event at Santika Premiere Dyandra Hotel

The influence of price and company image on purchase decisions was carried out using two tests, namely simultaneous test (F) and Determination coefficient (R^2). Based on the results of the simultaneous test (F), it can be obtained that the significance value for the simultaneous influence of Price (X1) and the image of the company (X2) on the purchase decision (Y) is $0.001 < 0.05$ and the F_{cal} value is $106.569 > F_{table}$ is 3.09 (simultaneously Price (X1) and Company image (X2) has a positive and significant effect on the purchase decision (Y). Thus, it is concluded that the fourth hypothesis (H_{03}) rejected and (H_{a3}) accepted). Then, for the determination test (R^2) the influence of price and the image of the company can be obtained that the value of the determination coefficient or *Adjusted R square* indicates that the relationship between the Price variable (X1) and Company image (X2) to the purchase decision (Y) has a relationship of 0.681 which means 68.7%. This value can be interpreted that the variables studied affect the purchase decision by 68.1% and the remaining 31.9% can be explained by other variables such as accessibility, product quality, brand image and others.

4. CONCLUSION

Based on the results of research and discussions that have been carried out regarding the influence of the company's price and image on the decision to purchase tickets at the Medan x *beauty* 2024 event at the Santika premiere dyandra hotel, the following conclusions can be drawn: 1). Prices partially have a positive and significant influence on the purchase decision at the Medan x *beauty* event2024 at Santika Premiere Dyandra Hotel. 2). The company's image partially has a positive and significant influence on purchasing decisions at the Medan x *beauty* 2024 event at Santika Premiere Dyandra Hotel. 3). The price and the company's image simultaneously have a positive and significant effect on the decision to purchase tickets at the Medan x *beauty* 2024 event at Santika Premiere Dyandra Hotel. 4). This study has similar results with the research of Sinambela et al (2020).

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