

The Influence of Promotions and Ticket Prices on the Decision to Buy Tickets for the Ni Halak Hita 2025 Concert Event

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ABSTRACT

Pesta Ni Halak Hita is a cultural music concert organized by Hyga Production on May 31, 2025, at TD Pardede Hall, Medan, aiming to reintroduce Batak Toba culture to the public, particularly younger generations. Amid the growing trend of modern music concerts in Medan, this event offered a distinct concept by showcasing traditional Batak values and featuring Batak artists performing songs in the local language. This study aims to examine the influence of promotion and pricing on consumers' ticket purchasing decisions for the concert. A quantitative descriptive approach was used, with data collected from 97 respondents and analyzed through multiple linear regression, t-tests, and F-tests. The results show that both promotion and price have a positive and significant effect on purchasing decisions, both partially and simultaneously. The t-test results indicate significance values < 0.001 with t-counts greater than the t-table, while the F-test shows an F-count of $15.024 > F\text{-table of } 3.09$. The Adjusted R-Square value of 0.566 indicates that 56.6% of the variation in purchasing decisions can be explained by promotion and price variables, while the remaining 43.4% is influenced by other factors not examined in this study. These findings highlight the importance of effective promotional strategies and appropriate pricing in increasing consumer buying interest, especially for cultural-based concert events.

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1. INTRODUCTION

Music concerts are currently one of the entertainment trends that are in great demand in the city of Medan. This can be seen from the increasing number of promoters who organize various forms of music concerts, both festival music concerts, solo concerts, and concerts with *intimate* concepts. This phenomenon shows an increase in public interest, especially among young people, in music-based entertainment activities. This enthusiasm can be seen from the high number of spectators who attend every concert held in the city of Medan.

In general, music concerts are synonymous with young people. This is because most music concerts today perform genres that are popular among the younger generation, such as pop music, EDM (*Electronic Dance Music*), and other genres. In addition, today's music concerts are usually packaged in a modern way, adapting to the times. In the city of Medan itself, almost all concerts held carry a modern concept, both in terms of visual appearance, technology, and the selection of rising artists or guest stars. This concept also follows the standards of music festivals that are found in many other major cities.

In the midst of the dominance of modern music concerts, Hyga Production is present as a local promoter who tries to present something different. Unlike other promoters who focus on modern concerts, Hyga Production designed the concert concept by uplifting traditional values through a music festival titled "Pesta Ni Halak Hita", which means "The Party of Our People". This concert aims to introduce and elevate Toba Batak culture through music performances with the hope that the younger generation can get to know and love local culture that is starting to be marginalized in the midst of globalization.

Hyga Production's decision to elevate Batak culture in the form of concerts is not an easy thing if you see the many modern music concerts held in the city of Medan. At the end of 2023, Hyga Production successfully held a campaign concert for one of the legislative candidates in

Dairi Regency, which also carries the theme of Batak culture. Interestingly, even though the concert was free or free, the event managed to bring in approximately 10,000 spectators. This success is an important phenomenon, because it proves that concerts with local cultural themes still have a strong appeal in the community, and are able to attract a large number of masses if packaged with the right strategy.

In this case, promotions and prices need to be considered to carry out music concerts. Kotler and Armstrong (2020:15) define price as the amount of money given to a product (goods or services) or the amount of value that must be paid by consumers to benefit from the product purchased. According to Idrasari in Cornelia (2023:11), price is the value in rupiah or the amount paid by the buyer. The purpose of pricing according to Lupiyoadi (2020:34) includes maintaining business sustainability, maximizing profits and sales, creating an impression of prestige, and ensuring a return on investment (ROI). The factors that affect prices according to the Private Sector in Pratiwi (2020:155) include economic conditions, supply and demand, elasticity of demand, level of competition (imperfect, oligopoly, monopoly), and production and operational costs that are the basis for determining prices.

Meanwhile, according to Tjiptono (2020:10), promotion is one of the most important elements in the marketing mix which aims to increase consumer interest and awareness of the products offered. According to Idrasari in Cornelia (2023:11), price is the value in rupiah or the amount paid by the buyer. The purpose of pricing according to Lupiyoadi (2020:34) includes maintaining business sustainability, maximizing profits and sales, creating an impression of prestige, and ensuring a return on investment (ROI). The factors that affect prices according to the Private Sector in Pratiwi (2020:155) include economic conditions, supply and demand, elasticity of demand, level of competition (imperfect, oligopoly, monopoly), and production and operational costs that are the basis for determining prices.

Departing from this success, Hyga Production again designed a cultural concert through the Pesta Ni Halak Hita event, which will be held on Saturday, May 31, 2025 at TD Pardede Hall, Medan. The organizer of the "Pesta Ni Halak Hita" concert is Hyga Production which will be held on Saturday, May 31, 2025 which is located at TD Pardede Hall Medan.



Figure 1. Concert poster of the festival ni halak hita

Source: Instagram Pesta Ni Halak Hita

In picture 1, it can be seen that the Ni Halak Hita Party presents nine popular Batak artists, namely Jun Munthe, Osen Hutasoit, Marsada Band, Maxima, Tabita Sipahutar, B Three Star, Lidya Hutabarat, Herman Siregar, and Seni Situmorang. In addition, Hyga Production also presents a *Master of Ceremony* that is widely known by the Batak people, namely Opung Medan and Vanessa Pakpahan.

Unlike modern music concerts which usually feature popular songs in Indonesian or English, all artists in the party ni halak hita are Batak artists who will perform Batak songs. This provides authentic value as well as being its own attraction that distinguishes this concert from other concerts in the city of Medan. By explicitly promoting Batak culture, this concert is expected to be able to attract the attention of the Batak tribe and the general public who are interested in the richness of local culture. To support the achievement of a target audience of 3,000 people, Hyga Production implements a marketing strategy that includes varying ticket prices and intensive digital promotions. The concert event of the party ni halak hita stole the attention of many people, especially the tribal people in the city of Medan to buy tickets for the concert event of the party ni halak hita. The following are the ticket prices offered by the party that can be purchased:



Figure 2. Flight

Source: Instagram Pesta Ni Halak Hita

In Figure 2, it is stated that the Ni Halak Hita Party offers several price options that can be purchased by the public. The difference in ticket prices is differentiated based on the location of the seats in the *venue*. Based on Table 1.1, there are 6 types of ticket categories that Pesta Ni Halak Hita offers, ranging from affordable to expensive. The ticket categories for the Pesta Ni Halak Hita are: the *Dongan Sahuta* (Festival A) category with a price of IDR 155,000 whose seat location is on the right and left of the top of the second floor, the *Suhut* category (Festival B) at a price of IDR 165,000 what seating location is in the middle of the top of the second floor, the *Ibebere* category (Regular A) with a price of IDR 250,000 where the seating location is behind the bottom of the first floor, The *Bere* category (Regular

B) is priced at IDR 265,000 for the seat location in the middle of the lower floor of the first floor, the *Boru* category (Regular C) is priced at IDR 280,000 for the front seating location on the first floor, and the *Hula-hula* category (VIP) is priced at IDR 1,000,000 for the seating location in front of the first floor.

Not only the varied prices that Pesta Ni Halak Hita offers to the audience, Pesta Ni Halak Hita also conducts very aggressive promotions so that many audiences in the city of Medan know about the Pesta Ni Halak Hita concert event. Seeing the number of competing promoters who are holding concert events in the near future, promotion is a very important thing that must be done by the promoters of the Ni Halak Hita Party. The promotions that Pesta Ni Halak Hita does are through Instagram with @pestanihalakhita accounts and through print media such as billboards and banners.



Figure 3. By Halak Hita's Instagram account
Source: Instagram Pesta Ni Halak Hita



Figure 4. Billboard and Banner Printing Media
Source: Pesta Ni Halak Hita

It can be seen in the image of 3 Instagram accounts @pestanihalakhita actively uploading photos, videos, and designs that inform about the Pesta Ni Halak Hita event. Not only that, the promoter also collaborates with several *Key Opinion Leaders* (KOLs) who have great influence on social media, to help disseminate information to a wider target audience, especially young people.

Figure 4 also shows the design of print media promotions, namely Billboards and Banners which are promoted in several points of the city of Medan and cafes in collaboration with the Pesta Ni Halak Hita event. This is done so that the target market such as parents, who do not play social media, gets the same information through print media promotions carried out.

Various studies related to factors that affect interest and decision to buy concert tickets show mixed results. Dwi Adinda (2024) found that price had no significant effect on buying interest, while location and fanaticism had a positive effect. On the other hand, Sibagariang Megawaty (2023) shows that price actually has a positive and significant effect, while location and service quality do not have a significant

effect. Permatasari Trivena research (2024) revealed that guest stars and prices do not have a partial effect on purchase decisions, but promotions have a significant influence. Putri Shifa (2022) found that prices and ticket sales systems have a positive effect on audience satisfaction, with the sales system having a significant influence. Meanwhile, Firmansyah Aldi (2024) stated that e-WOM, price, and location have a significant effect both partially and simultaneously on the decision to purchase tickets for the JKT48 concert. All of these studies use a quantitative approach with a Likert scale.

According to Sutisna in Adwimurti (2023:77), purchasing decisions start from consumers' awareness of the needs and desires that must be met, which then encourages actions to fulfill them. In line with that, Tjiptono (2022:60) explained that the purchase decision is a process in which consumers recognize problems, seek information about products or brands, evaluate alternatives, and finally make purchase choices.

The phenomenon of increasing the number of music concerts in the city of Medan with a modern concept, as well as the success of free cultural-based concerts held by Hyga *Production* previously, are important backgrounds in seeing how promotions and prices affect concert ticket purchase decisions. The audience who bought tickets for the Ni Halak Hita Party was 3,604 spectators who managed to reach the target audience. Based on the explanation above, the author wants to study more deeply about the promotions and prices that have been carried out by the promoters of Pesta Ni Halak Hita in relation to the decision to purchase tickets for the Pesta Ni Halak Hita concert event, so the author wants to conduct a research with the title "The Influence of Promotions and Prices on the Decision to Purchase Tickets for the Pesta Ni Halak Hita 2025 Concert Event".

2. METHODS

This research was conducted on the audience of the Pesta Ni Halak Hita concert event in Medan City in May-July 2025. The data source consists of primary and secondary data. Primary data, according to Pratiwi (2023:133), is data collected directly by researchers through research objects or subjects, such as interviews or questionnaires; In this study, data was obtained through an online questionnaire using Google Form. Secondary data, according to Pratiwi (2023:133), is indirect data sourced from literature, journals, books, theses, modules, papers, the internet, and other relevant sources as a complement to primary data. The data collection techniques in this study include questionnaires and literature studies. Questionnaires are used as a data collection tool in the form of questions filled in by respondents, because they are able to measure factual variables and provide relevant, valid, and reliable information (Muljono, 2020:82). Response measurement uses the Likert scale to assess opinions, attitudes, and perceptions of the social phenomena being studied (Sugiyono, 2020:146). In addition, literature studies are carried out by accessing various print and digital reference sources, such as academic books and journal articles (Sugiyono, 2020:147).

Population, according to Wajdi (2024:86), is a generalized area in the form of objects or individuals that have certain characteristics and are determined by researchers to draw conclusions. Samples, according to Aiman (2022:80), are part of a population that has similar characteristics, and in this study the sample size was calculated using the Slovin formula.

$$n = \frac{N}{1 + Ne^2}$$

Information:

n = number of samples

N = total population

e = margin of Error/Error Tolerance (Fault tolerance limit) measured sampling of population size

$$n = \frac{3.604}{(1 + (3.604 \times 0,1^2))} = \frac{3.604}{(1 + (3.604 \times 0,01))} = \frac{3.604}{(1 + 36,04)} = \frac{3.604}{37,04} = 97,3$$

So in this study, there were 97 respondents. The criteria that will be used as a sample in this study are the audience who attend and watch the Pesta Ni Halak Hita concert event who already have an

identity card and a citizenship ID. The sampling technique uses a non-probability technique, namely quota sampling, which is a sampling technique used when the researcher has found a sample from a population that has certain characteristics until the desired number (quota) is met, namely the audience of the Pesta Ni Halak Hita concert event who buys tickets for the Pesta Ni Halak Hita concert event.

3. FINDINGS AND DISCUSSION

3.1. Results

1) Data Quality Test

a. Validity Test

Table 1. *Validity Test Results.*

Variabel	Question Items	Calculation	Table	Information
Promotion	X1.1.1	0.585	0.361	Valid
	X1.1.2	0.667	0.361	Valid
	X1.1.3	0.554	0.361	Valid
	X1.2.1	0.725	0.361	Valid
	X1.2.2	0.711	0.361	Valid
	X1.2.3	0.710	0.361	Valid
	X1.3.1	0.712	0.361	Valid
	X1.3.2	0.720	0.361	Valid
	X1.3.3	0.731	0.361	Valid
	X1.4.1	0.808	0.361	Valid
	X1.4.2	0.483	0.361	Valid
	X1.4.3	0.572	0.361	Valid
Price	X2.1.1	0.698	0.361	Valid
	X2.1.2	0.726	0.361	Valid
	X2.1.3	0.800	0.361	Valid
	X2.2.1	0.534	0.361	Valid
	X2.2.2	0.479	0.361	Valid
	X2.2.3	0.600	0.361	Valid
	X2.3.1	0.775	0.361	Valid
	X2.3.2	0.608	0.361	Valid
	X2.3.3	0.788	0.361	Valid
	X2.4.1	0.573	0.361	Valid
	X2.4.2	0.708	0.361	Valid
	X2.4.3	0.588	0.361	Valid
Purchase Decision	Y1.1	0.494	0.361	Valid
	Y1.2	0.486	0.361	Valid
	Y1.3	0.526	0.361	Valid
	Y2.1	0.623	0.361	Valid
	Y2.2	0.679	0.361	Valid
	And. 2.3	0.684	0.361	Valid
	And. 3.1	0.648	0.361	Valid
	And. 3.2	0.589	0.361	Valid
	And. 3.3	0.788	0.361	Valid
	And. 4.1	0.817	0.361	Valid
	And. 4.2	0.708	0.361	Valid
	And. 4.3	0.526	0.361	Valid

Source: SPSS processed data, 2025

Based on the table above, it states that all statement items on the digital marketing variable, facilities and visiting decisions can be declared valid because all statement items have a calculated

$r > r_{\text{of the table}}$ of 0.361. From these results, it can be concluded that all statement items are proven valid and can be used in research questionnaires.

b. Reliability Test

Table 2. Reliability Test Results.

Variabel	Nilai Cronbach Alpha	Syarat Cronbach Alpha	Information
Promotions (X ₁)	0.881	> 0,6	Reliabel
Price (X ₂)	0.881	> 0,6	Reliabel
Purchase Decision (Y)	0.862	> 0,6	Reliabel

Data Source Processed SPSS, 2025

Based on the table above, it is stated that the results of the reliability test of the promotion variables (X₁), price (X₂) and buyer's decision (Y) have a *considerable Cronbach Alpha* coefficient, which is greater than 0.60 (*Cronbach's Alpha* > 0.60). From these results, it can be concluded that each variable of this research questionnaire is reliable.

2) Classical Assumption Test

a. Normality Test

- Kolmogorov-Smirnov Test

Table 3. Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Paramaters ^{a,b}	Mean	.0000000
	Hours of deviation	5.41670973
Most Extreme Differences	Absolute	.088
	Positive	.047
	Negative	-.088
Test Statistic		.088
Asymp. Sig. (2-tailed)		.059

- Test distribution is Normal
- Calculated from data.

Source: SPSS processed data, 2025

Based on table 4.9 above, it can be concluded that the value obtained from the results of the Kolmogorov-Smirnov normality test is 0.059, where the value of Asym. Sig (2-tailed) is greater than 0.05. It states that the residual value is standardized to normal and meets the assumption of the normality test.

- Graph Histogram

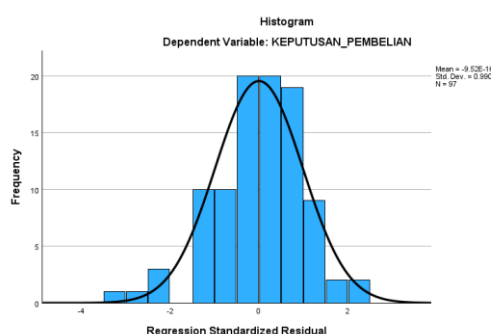


Figure 5. Histogram of Normality Test Results

Source: SPSS processed data, 2025

Based on Figure 4.1 above, it can be concluded that the histogram graph depicts a pattern of data distribution spread left and right, which means that the data is distributed normally.

- *P-Plot Images*

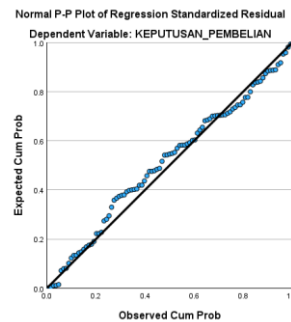


Figure 6. P-Plot Normality Test Results

Source: SPSS processed data, 2025

Based on the image above, it can be concluded that the normally distributed data can be seen from the points in the image following and approaching the diagonal direction.

b. *Multicollinearity Test*

Table 4. Multicollinearity Test Results

Model	Coefficients				Colinearity Statistic		
	Unstandardized Coefficients		Standardized Coefficients		Itself.	Tolerance	BRIG HT
	B	Std. Error	Beta	t			
1 Constant	22.367	4.948		4.520	<,001		
Promotion	.263	.180	.250	1.461	.147	.275	3.632
Price	.278	.182	.262	1.529	.130	.275	3.632
a. Dependent Variables: Purchasing Decisions							

Source: SPSS processed data, 2025

Based on table 4.11 above, in the *column "Collinearity Statistics"* it can be seen that the tolerance value for the promotion variable (X1) and price (X2) is 0.276 greater than 0.10. Meanwhile, the VIF (*Variance Inflation Factor*) value for the promotion variable (X1) and price (X2) is 3.632 which is less than 10.00. Therefore, it can be concluded that there is no multicollinearity in the regression model.

c. *Heteroscedasticity Test*

Table 5. Heteroscedasticity Test Results

Model	B	Coefficients				T	Itself.
		Unstandardized Coefficients		Standardized Coefficients			
		Std. Error	Beta				
1 Constant	5.331	3.170			1.682	.096	
Promotion	.077	.115	.130		.663	.508	
Price	-.101	.115	.170		-.871	.386	
a. Variable: ABS RES							

Source: SPSS processed data, 2025

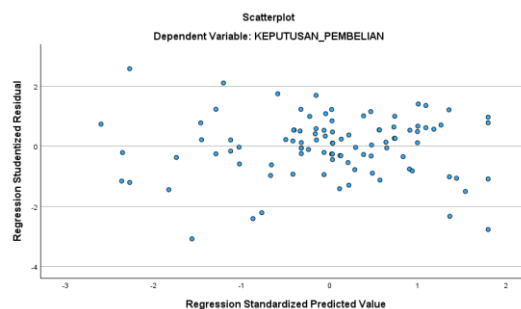


Figure 7. Scatterplot Heteroscedasticity Test Results

Source: SPSS processed data, 2025

Based on the image above, it can be seen that the distribution of data points occurs randomly and does not form a certain pattern above and is represented by zero on the Y axis.

3) Multiple Linear Regression Analysis Test

Table 6. Multiple Linear Regression Test Results

Model	Coefficients		T	Itself.
	Unstandardized Coefficients	Standardized Coefficients		
	B	Std. Error	Beta	
1 Constant	22.367	4.948		<0.001
Promotion	.263	.180	.250	.147
Price	.278	.182	.262	.130

a. Dependent Variables: Purchasing Decisions

Source: SPSS processed data, 2025

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

$$Y = 22.367 + 0.263X_1 + 0.278X_2$$

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

- A constant value (α) of 22.367 with a positive value is a constant when the dependent variable (purchase decision) has not been affected by the independent variable (promotion and price). It can be interpreted that in the absence of the influence of promotional and price variables, the purchase decision at the base level is 22,367.
- The value of the regression coefficient of the promotional variable of 0.263 has a positive value on the purchase decision, meaning that every increase of one unit of the promotional variable will affect the purchase decision by 0.263 assuming the other independent variables are considered constant. A positive sign means that it shows an influence in the same direction between independent variables and dependent variables. On the other hand, if the promotion variable decreases by one unit with a constant fixed price, the purchase decision will decrease by 0.263.
- The value of the price variable regression coefficient of 0.278 has a positive value on the purchase decision, meaning that every increase in one unit of the price variable will affect the purchase decision by 0.278 assuming the other independent variables are considered constant. A positive sign means that it shows an influence in the same direction between independent variables and dependent variables. On the other hand, if the price variable decreases by one unit with a constant fixed price, the purchase decision will decrease by 0.278.

4) Hypothesis Test

a. *Partial Significance Test (t-test)***Table 7.** Partial Significance Test Results (t-Test)

Model	Coefficients		t	Itself.
	Unstandardized Coefficients B	Standardized Coefficients Beta		
1 Constant	24.439	4.792	5.100	<0.001
Promotion	.498	.095	.473	5.227
				<0.001

a. Dependent Variables: Purchasing Decisions

Source: SPSS processed data, 2025

Based on the results in the table above, a significance value of $<0.001 < 0.05$ and a calculated t value of $5.227 > t_{\text{of the table}}$. This proves that the promotion (X1) has a positive and significant effect on the purchase decision (Y). Thus, it is concluded that the hypothesis Ha1 is accepted and H01 is rejected.

b. *Simultaneous Significance Test (F test)***Table 8.** Results of Simultaneous Significance Test (F Test)

Model		ANNOVA			
		Sum of Squares	df	Mean Square	F
1	Regression	900.391	2	450.191	15.024
	Residual	2816.711	94	29.965	
	Total	3717.093	96		

a. Dependent Variables: Purchasing Decisions

b. Predictors: (Constant), Promotions, Prices

Source: SPSS processed data, 2025

Based on the table above, the F_{value} of 15.024 was obtained with a significant value of <0.001 . So it can be interpreted that the significant value $<0.001 < 0.05$ and the value of $F_{\text{calculated}}$ $15.024 > F_{\text{table 3.09}}$. This can be interpreted that simultaneously promotion (X1) and price (X2) have a positive and significant effect on the purchase decision (Y). Thus, it is concluded that the Ha3 hypothesis is accepted and H03 is rejected.

c. *Determination Coefficient Test (R Square)***Table 9.** Determination Coefficient Test Results (R2)

Model	Model Summary			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.758	.575	.566	5.47403

a. Predictors: (Constant), Promotions, Prices

b. Dependent Variables: Purchasing Decisions

Source: SPSS processed data, 2025

Based on the table above, it can be seen that the Adjusted R-Square value is 0.566 or 56.6%. This shows that the relationship between promotion (X1) and price (X2) and purchase decision (Y) has a relationship of 0.566 or 56.6%, the purchase decision factors can be explained by independent variables namely promotion and price while the remaining 43.4% are explained by other variables that were not studied in the regression model in this study. Such as the variables of facilities, venues, service quality, and so on.

3.2. Discussion

1) The Influence of Promotions on Purchase Decisions

Based on the results of the partial test (*t-test*), a significance value of $<0.001 < 0.05$ and a *t*-value of $5.227 > t_{\text{table}}$ 1.984 were obtained, which means that the promotional variable (X1) has a positive and significant effect on the decision to purchase tickets for the Pesta Ni Halak Hita 2025 (Y) concert event. This shows that the better the promotional strategy carried out, the higher the tendency of consumers to buy concert tickets.

In the Pesta Ni Halak Hita concert event, promotions were carried out in various media, both Instagram (@pestanihalakhita) social media, and print media such as billboards and posters and supported by collaborations with several *influential Key Opinion Leaders* (KOLs) among young people. This creative promotional effort contributes to increasing the interest of the community, especially the younger generation of Batak, in the koner.

These results are in line with Trivena (2024) which states that promotion has a significant effect on concert purchase decisions. Targeted promotion is able to form a positive perception and encourage consumer buying interest.

2) The Influence of Price on Purchase Decisions

The results of the partial test (*t test*) showed that the price variable (X2) also had a positive and significant effect on the purchase decision, with a significance value of $<0.001 < 0.05$ and a calculated *t*-value of $5.252 > t_{\text{table}}$. This shows that the more in line with the perception of price with the benefits and quality received, the more likely consumers are to make a purchase.

The NI Halak Hita Party Concert offers six categories of ticket prices, ranging from IDR 155,000 to IDR 1,000,000 which are differentiated based on the seating position and access to the *concert venue*. This price is determined by paying attention to consumer affordability and the value of the benefits obtained. This strategy provides flexibility to potential buyers and answers the needs of many market segments.

These findings are in line with the findings of Sibagariang (2023) and Aldi (2024) which found that price has a significant influence on concert ticket purchase decisions. Competitive, transparent, and event-quality pricing is a key consideration in purchasing decisions.

3) The Influence of Promotions and Prices on Purchase Decisions

Based on the results of the simultaneous test (*F test*), the *F value* was obtained > 15.024 *table* 3.09 and the significance value $<0.001 < 0.05$. Thus, it can be concluded that the variables of promotion and price simultaneously have a positive and significant effect on the decision to purchase tickets for the Pesta Ni Halak Hita 2025 concert. This shows that collaboration between effective promotion and appropriate pricing is a key strategy in encouraging consumers to make decisions.

The Pesta Ni Halak Hita concert managed to sell 3,604 tickets which exceeded the initial target of 3,000 spectators. This proves that the combination of effective promotion and the right pricing strategy can increase the appeal of an event.

The *Adjusted R-Square value* of 0.566 indicates that 56.6% of the variables can be explained by promotions and prices, while 43.4% can be explained by other variables that were not studied, such as the quality of service, the comfort of the venue, the availability of facilities and loyalty to the performers.

This finding is in line with the results of Aldi's research (2024) which states that simultaneous promotions and prices have a significant effect on the purchase decision of JKT48's 12th Anniversary concert tickets. This reinforces that purchasing decisions are not only determined by a single factor but a combination of several factors.

4. CONCLUSION

Based on the research that has been conducted, analyzed and calculated with the help of the SPSS version 25 program the results of the research on the Influence of Promotions and Prices on the Decision

to Purchase Tickets for the 2025 Pesta Ni Halak Hlta Concert Event, it can be concluded that the following things can be concluded: 1) Based on the results of the promotional t-test has a positive and significant effect on the decision to purchase tickets for the 2025 Pesta Ni Halak Hlta concert, This is indicated by a significance value of $<0.001 < 0.05$. and the tcal value of $5,227 > \text{the table } 1,984$. The results of the descriptive analysis showed that the average response of respondents to the promotion was 4.12 which was in the agree category. The highest item is contained in the statement that concert information is conveyed clearly through promotional media which illustrates Hyga Production's success in conveying information effectively. However, the item with the lowest score indicates that the frequency of information distribution across various digital platforms needs to be increased. 2) Based on the results of the t-test, the significance value $<0.001 < 0.05$ and the calculated t-value of $5.252 > \text{the table}$ indicate that price is an important factor influencing the purchase decision. The results of the descriptive analysis showed that the average response of respondents to the promotion was 4.12 which was in the agree category. The highest number is found in the indicator of price conformity with benefits, while the lowest number is in the indicator of price conformity with experience. These results show that most respondents feel that the ticket price is in accordance with the quality of the product offered, but there is a less than optimal perception of the experience obtained. 3) Based on the results of the F test, it shows a significance value of $<0.001 < 0.05$ and a value of $F_{\text{cal}} 15.024 > F_{\text{table}} 3.09$ which means that promotion and price together have a significant influence on the purchase decision. The Adjusted R-Square value of 0.566 shows that 56.6% of the variation in purchase decisions can be explained by promotional and price variables, while the remaining 43.4% is influenced by other variables that were not studied in this study such as service quality, concert location, ticketing system, and other variables.

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