

The Influence of Brand and Venue Image on the Decision to Buy a Stand at the Chengbeng Food Fest Medan 2025 Event by CV Vinkoo Jakarta Fest

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ABSTRACT

In culinary events or bazaars, tenant stands play a crucial role in the success of the event. Therefore, companies must convince tenants to purchase stands by focusing on factors such as Brand Image and Venue. This study aims to examine the influence of Brand Image and Venue on the Stand Purchase Decision at the ChengBeng Food Fest Medan 2025 organized by CV Vinkoo Jakarta Fest. This quantitative research employed a saturated sampling technique with a total of 44 tenant stands. Data were collected through questionnaires. The results indicate that both Brand Image and Venue have a positive and significant influence, both partially and simultaneously, on the Stand Purchase Decision. The coefficient of determination (R^2) of 87.7% suggests that these two variables account for most of the purchase decision, while the remaining 12.3% is influenced by other factors such as price, facilities, company image, and event organizer quality.

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1. INTRODUCTION

The development of *the event* and *festival* industry, especially in the culinary sector in the city of Medan, has shown a significant increase in recent years. The city of Medan as one of the big cities in Indonesia with a distinctive culinary diversity, makes the festival a special attraction for both the local community and tourists. Every year, various Festival events are held in the city of Medan, such as the Medan Culinary Festival, *China Town Point Festival*, *Medan Halal Fest*, *Thailand Food Fest* and others. These events not only feature a variety of traditional and modern cuisines, but are also able to attract thousands of visitors. For example, *Thailand Food Fest*, the number of visitors can reach tens of thousands of people for several days until it can extend the event period from 3 days to 5 days, reflecting the high enthusiasm of the community. The following is a table of Culinary Festival events held in Medan City in 2024 and 2025.

Table 1. Data on Culinary Festival Events in Medan City.

NO	Event name	Year of Implementation	Number of Stands
1.	<i>China Town Fest</i>	2024	120 Stand
2.	<i>Medan Culinary Festival</i>	2024	140 Stand
3.	<i>Gebyar Bazaar</i>	2024	90 Stand
4.	<i>ChengBeng Food Fest</i>	2024	40 Stand
5.	<i>School Cake Festival</i>	2024	147 Stand
6.	<i>Medan Thailand Food Fest</i>	2025	30 Stand
7.	<i>Ramadan Fair</i>	2025	168 Booth
8.	<i>ChengBeng Food Fest</i>	2025	44 Stand

Source: SPSS processed data, 2025

The table above shows the number of culinary festivals held in the city of Medan. Of the many culinary festivals in the city of Medan, one of them that attracts quite a lot of attention is *ChengBeng Food Fest*. This culinary festival is organized by CV *Vinkoo Jakarta Fest* and is located at Centre Point Mall, which will be held on March 26 – April 1, 2025. The exhibitors at *ChengBeng Food Fest* are generally halal and non-halal culinary entrepreneurs who target certain market segments in Medan City. The *ChengBeng Food Fest event* managed to attract around 4000 visitors throughout the day for 5 days. And also directed one of the culinary entrepreneurs who are quite crowded and famous in Malaysia, namely GoogleMan. *ChengBeng Food Fest* conducts promotion and marketing before carrying out the *ChengBeng Food Fest event* itself. Doing promotions in billboard advertisements that have 3 points in the city of Medan, namely: jl. Evergreen, Jl. Sudirman, jl. Javanese. And also promote through influencers who will promote the *ChengBeng Food Fest event*. It is all done to improve the Brand Image so that it will influence the purchase decision of the stand and also visitors and can make the attraction of exhibitor stands to participate and buy stands at the *ChengBeng Food Fest event*.

An event venue is an event venue that is managed by an event organizer (Berners in FirmanSyah, 2023) and is used for MICE activities such as meetings, incentives, conventions, and exhibitions (Susilo, 2024). Based on Tourism Regulation No. 2 of 2023, venue indicators include strategic and accessible locations, flexible capacity and spatial layout, supporting facilities such as air conditioning, audiovisual, internet, and toilets, as well as security aspects such as CCTV, evacuation routes, and building safety standards. The venue must also provide supporting services such as catering, technicians, cleaning, and medical rooms, and have nearby accommodation for out-of-town participants. In addition, local government support through licensing, security, traffic regulation, and regional promotion is also an important factor in supporting the success of the event.

Brand image is a consumer's perception and belief in a brand that is formed through past information and experiences (Coaker, 2024), as well as being an association stored in the consumer's memory (Kotler in Miati, 2020). Image itself is a person's beliefs and traces of an object, while a brand is a name or symbol that distinguishes products and helps consumers identify and simplify purchasing decisions. Brand image has several dimensions, namely brand identity, brand personality, brand association, brand attitudes and behaviors, and brand excellence and competence (Chernev & Aaker, 2021). Brand image indicators according to Kotler and Keller (2019) include the strengths, advantages, and uniqueness of brand associations as the basis for competitive advantage. Factors that affect brand image include quality, trust, benefits, service, consequences, costs, and the image inherent in the brand itself (Schiffman in Rina, 2023).

From the data below, it can be said that the success of the sales of this stand is inseparable from the various strategic efforts made by the organizers of the *ChengBeng Food Fest event*. One of the main keys is to start from determining the right venue and improving the Brand Image, to an effective promotion strategy. The strategy carried out by the organizers to choose a good venue is to consider the flow of visitor traffic, visibility from various directions, and the placement of parking spaces that are large enough to accommodate all visitors. The Venue at Centre Point is taken because it covers all

the criteria to choose a good and appropriate venue. From the visitors to the mall, which is already quite crowded and will later attract mall visitors to attend the location of *the ChengBeng Food Fest* event.

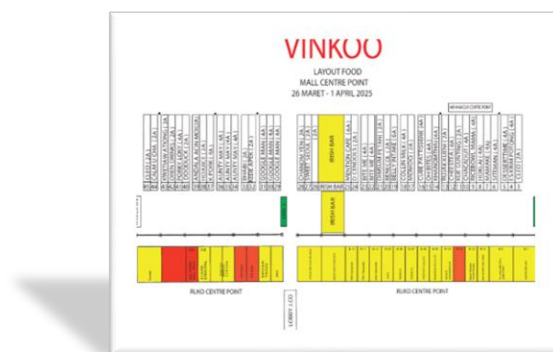


Figure 1. Layout Data ChengBeng Food Fest

Source: CV Vinkoo Jakarta Fest, 2025

The strategy to improve the Brand Image at *the ChengBeng Food Fest event* is carried out through an integrated approach. One of the main steps is to use digital literacy as a promotion, both through social media, video platforms, and other online media. Ads are designed in an attractive and informative way to build *awareness* and attract a wide audience's interest in the event. In addition, collaborating with influencers is also an important part of this strategy. Influencers have an audience according to the target market invited to promote the event through creative and authentic content. Their presence not only increases the visibility of the event, but also strengthens the brand's trust and appeal in the eyes of the public. In addition, an incentive program is also held for visitors who can meet the shopping targets that have been set. Randomly selected visitors have the opportunity to get free tickets to tour in Malaysia.

Various studies show different results regarding the factors of purchasing decisions. Brand image and location have proven to have a significant influence on the Riau Islands Vacation Expo (Aritonang, 2022). Location also has a significant effect on CFC Grande Karawaci, while brand image does not (Clarita et al., 2023). In Putra Nirwana's leather products, brand image, product quality, and location affect both partially and simultaneously (Wahyuni, 2021). However, in event organizer services, venues have a positive but insignificant effect (Yanti & Saragih, 2025), and in the Sawahlunto International Songket Silungkang Carnival event, venues do not have a significant effect on memorable tourism or revisit intention (Afrilian et al., 2024).

Brand and venue image are important roles in shaping the trust of potential exhibitors. A positive brand image can give confidence that the *ChengBeng Food Fest event* takes place professionally and has a large number of visitors, as well as has a positive impact on the exhibitors who participate in *the ChengBeng Food Fest event*. In addition, the location also plays an important role in becoming an attraction for exhibitors who want to participate in the *chengbeng food fest event*. *The venue* is also a strategic consideration and visitor intake that will have an impact on the market of the *ChengBeng Food Fest event*. *The venue* also affects the venue of the event organizer as a whole, such as the position or location of the stand in the location area which is used as the venue for *the ChengBeng Food Fest event*.

Therefore, it can be seen that a strong brand image and strategic *venue* selection play an important role in attracting consumer interest and decision to buy a *stand* at *the ChengBeng Food Fest event*. Seeing the importance of these two factors, it can be interesting for researchers to research how "The Influence of Brand Image and *Venue* on Stand Purchase Decisions at the *ChengBeng Food Fest Medan 2025* event by CV Vinkoo Jakarta Fest". This research is expected to get an overview and contribution to the understanding of event marketing strategies, as well as be an evaluation material for organizers in improving the quality and attractiveness of events in the future.

2. METHODS

This research was conducted at Centre Point Mall located on Jl. Jawa Medan, North Sumatra approximately from May to July 2025. The data source consists of primary and secondary data. Primary data in this study was obtained by providing an online questionnaire by asking several questions about Brand Image and Venue that Affect the purchase decision of ChengBeng Food Fest event exhibitor stand. The secondary data in this study is data and information needed by reading books, data from official websites, journals and theses as well as theses related to the research conducted.

According to Kurniawan (2020:50), the data collection method is part of the data collection instrument that determines the success or not of a research. The data collection techniques in this study include questionnaires and literature studies. According to Sugiyono in Kurniawan (2020:50), a questionnaire/questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer questions given to respondents who have become a ChengBeng Food Fest event stand exhibitor. Literature Studies in this case conducts research, studies and studies through sources of journals, books, articles, websites, and scientific literature that have been published and related to the research being researched.

According to Sugiyono in Priadan, et al. (2021:160), Population is a generalized area consisting of objects that have certain quantities and characteristics that are determined by researchers to be studied and then drawn conclusions. The population in this study is the 44 booths of exhibitors or tenants of the Vinkoo Jakarta Fest bazaar precisely at the ChengBeng Food Fest event. According to Sugiyono (2020: 82), saturated sampling is a sample determination technique when all members of the population are used as samples. So the respondents selected in this study were tenants and exhibitors of ChengBeng Food Fest which amounted to 44 exhibitor stands.

3. FINDINGS AND DISCUSSION

3.1. Results

1) Data Quality Test

a. Validity Test

Table 2. Results of the Brand Image Validity Test.

Statement	Correlation Coefficients (rcount)	Nilai Sig (2 tailed)> rTable	Information
"ChengBeng Food Fest 2025" is a memorable name	0,658	0,251	<i>Valid</i>
The name ChengBeng Food Fest immediately comes to mind when thinking of culinary events in Medan	0,666	0,251	<i>Valid</i>
ChengBeng Food Fest is known as an event that is crowded with people	0,689	0,251	<i>Valid</i>
ChengBeng Food Fest provides tangible benefits to business development	0,792	0,251	<i>Valid</i>
ChengBeng Food Fest can increase the positive perception of my business Brand in the eyes of Consumers	0,386	0,251	<i>Valid</i>
ChengBeng Food Fest can promote the stand brand to a wider level	0,637	0,251	<i>Valid</i>
ChengBeng Food Fest has an event concept that is different from other culinary events	0,548	0,251	<i>Valid</i>
ChengBeng Food Fest has its own charm that is difficult to replicate other events	0,666	0,251	<i>Valid</i>
The identity and theme of ChengBeng Food Fest is very	0,675	0,251	<i>Valid</i>

distinctive and easy to recognize

Source: SPSS processed data, 2025

Based on the table above, it is stated that the statement item in the Brand Image variable (X1) can be declared Valid because all statement items have a $r_{table} >$ calculation of 0.251. Therefore, the entire statement item in the research questionnaire can be used.

Table 3. Venue Validity Test Results

Statement	Correlation Coefficients (rcount)	Nilai Sig (2-tailed) > Rtable	Information
The location of ChengBeng Food Fest which is located in Centre Point Mall is a strategic area and is crowded with visitors	0,780	0,251	Valid
The location of ChengBeng Food Fest located at Centre Point Mall is easy to reach by private or public vehicles	0,698	0,251	Valid
The area around the ChengBeng Food Fest Venue (Centre Point Mall) supports the mobility of goods and business equipment	0,694	0,251	Valid
The placement of the stand at the Venue (Centre Point Mall) is neatly arranged and organized	0,597	0,251	Valid
The capacity of the ChengBeng Food Fest Venue (Centre Point Mall) is sufficient to accommodate all Exhibitors	0,678	0,251	Valid
The flow of the Venue (Centre Point Mall) can facilitate the flow of visitor traffic in the Event area	0,689	0,251	Valid
The Venue's public facilities (Centre Point Mall) such as toilets, electricity, and clean water are well available	0,775	0,251	Valid
Parking at the Venue (Centre Point Mall) is available adequately for visitors and participants of ChengBeng Food Fest	0,629	0,251	Valid
Loading in/out area of goods is provided and easy to access	0,711	0,251	Valid
The venue (Centre Point Mall) is equipped with adequate emergency facilities (fire extinguishers, P3K boxes, etc.)	0,736	0,251	Valid
The security officers and security Venue (Centre Point Mall) are quite alert and easy to reach when needed	0,657	0,251	Valid
The venue (Centre Point Mall) is equipped with a clear evacuation route to anticipate in case of an emergency	0,802	0,251	Valid
The committee provides clear information and technical assistance during the implementation of the Event in case of problems during the Event	0,725	0,251	Valid
Cleaning services in the stand area are available and run well during the Event	0,766	0,251	Valid
Responsive Crew Availability if tenants need operational assistance that occurs in the field	0,730	0,251	Valid
The availability of nearby accommodation makes it easy to join this event for several days	0,349	0,251	Valid
The accommodation is within easy reach of the Venue (Centre Point Mall) by walking or public transport	0,695	0,251	Valid
Around the Venue (Centre Point Mall) Event ChengBeng Food Fest there are many Accommodation options (Hotels, Lodging)	0,722	0,251	Valid
ChengBeng Food Fest has official legitimacy or support from the government	0,629	0,251	Valid
ChengBeng has an official friendship permit so that there is security assistance from local agencies to maintain order and comfort during the event	0,614	0,251	Valid
ChengBeng Food Fest is an event that looks official because of the business entity in the event organizer	0,709	0,251	Valid

Source: SPSS processed data, 2025

Based on the table above, it is stated that the statement item on the Venue variable (X2) can be declared Valid because all statement items have a $r_{table} >$ calculation of 0.251. Therefore, the entire statement item in the research questionnaire can be used.

Table 4. Purchase Decision Validity Test Results

Statement	Correlation Coefficients (rcount)	Nilai Sig (2-tailed) > Rtable	Information
Suitability with the target visitor is the main factor in buying a stand	0,687	0,251	<i>Valid</i>
The purchase of the Stand is done because of the suitability of the product with the culture or theme carried out in the Event	0,688	0,251	<i>Valid</i>
The purchase of the Stand is done because the products sold match the theme and type of event	0,687	0,251	<i>Valid</i>
The purchase of the Stand was made because of the positive image encouragement of the Event Brand so that they chose ChengBeng Food Fest	0,768	0,251	<i>Valid</i>
The purchase of the Stand is done because the Event Brand is known more widely	0,690	0,251	<i>Valid</i>
The purchase of the Stand is made because the Event Brand is considered to support business promotion more effectively	0,767	0,251	<i>Valid</i>
The purchase of this Stand is done because it is an effective Marketing Channel	0,756	0,251	<i>Valid</i>
The purchase of this stand was made because it was considered an opportunity to expand the network	0,641	0,251	<i>Valid</i>
ChengBeng Food Fest helps reach a wider range of distributors or consumers	0,465	0,251	<i>Valid</i>
The purchase of this Stand is made after knowing more detailed and clear information about the Event	0,784	0,251	<i>Valid</i>
Purchase of Stands is done early due to the limitation on the number of tenants participating	0,783	0,251	<i>Valid</i>
The purchase of stands will be carried out by adjusting the readiness of capital or business funds	0,767	0,251	<i>Valid</i>
Purchase of a larger number of stands to increase the attraction of visitors to the ChengBeng Food Fest Event	0,817	0,251	<i>Valid</i>
The number of Stands to be purchased is adjusted to the turnover and results of previous Events	0,701	0,251	<i>Valid</i>
The number of stands to be purchased adjusts to the budget and capital of the Stand buyer	0,581	0,251	<i>Valid</i>

Source: SPSS processed data, 2025

Based on the table above, it is stated that the statement item in the Purchase Decision variable (Y) can be declared Valid because all statement items have a $r_{table} >$ calculation of 0.251. Therefore, the entire statement item in the research questionnaire can be used.

b. Reliability Test

Table 5. Reliability Test Results.

Variabel	Number of Statement Items	Value Cronbach's Alpha	Cronbach's Alpha yang Hinted	Information
Brand Image (X1)	9	0,814	>0,60	Reliable
Venue (X2)	21	0,946	>0,60	Reliable
Purchase Decision (Y)	15	0,928	>0.60	Reliable

Data Source Processed SPSS, 2025

Based on table 4.12 above, the results of the reality test show that the values of the Brand Image Variables (X1), Venue (X2), Purchase Decision (Y) have a large coefficient of the Cronbach's Alpha method, which is above 0.60 or (>60) so that it can be said that each variable of this research questionnaire is realistic, meaning that this research questionnaire is a strong and reliable and trustworthy questionnaire.

2) Classical Assumption Test

a. Normality Test

- Kolmogorov-Smirnov Test

Table 6. Kolmogorov-Smirnov Test Results

		Unstandardized Residual
N		44
Normal Parameters ^{a,b}	Mean	,0000000
	Hours of deviation	4,12793717
Most Extreme Differences	Absolute	,096
	Positive	,095
	Negative	-,096
Test Statistic		,096
Asymp. Sig. (-2tailed)		,200

Data Source Processed SPSS, 2025

Based on the table above, it can be seen that the value of Asymp. Sig. (2-tailed). By 0.200>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

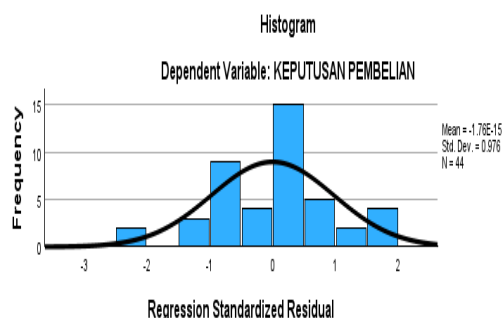


Figure 2. Histogram of Normality Test Results

Source: SPSS processed data, 2025

Based on the image above, it can be seen that the histogram shows a normal distribution pattern, with no tilt to the left or right, indicating that the peak is at zero. Therefore, it can be concluded that the variables in this study follow the normal distribution.

- P-Plot Images

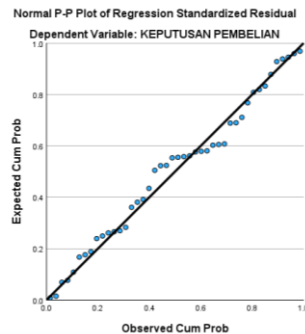


Figure 3. P-Plot Normality Test Results

Source: SPSS processed data, 2025

The graph above depicts the point of the point following and approaching the direction of the diagonal line so that it can be concluded that it is normally distributed.

b. Multicollinearity Test

Table 7. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Itself.	Tolerance	BRIGHT
1 (Constant)	.604	3.664		.165	.870		
BRAND IMAGE	.538	.250	.283	2.150	.038	.166	6.042
VENUE	.658	.128	.674	5.128	<.001	.166	6.042

a. Dependent Variable: PURCHASE DECISION

Source: SPSS processed data, 2025

Based on the table above, the following data can be obtained:

- In the Brand Image variable, a tolerance value of $0.166 > 0.1$ and VIF of $6.042 < 10$ were obtained, so it can be concluded that in the Brand Image variable there was no multicollinearity.
- In the Venue variable, a tolerance value of $0.166 > 0.1$ and VIF of $6.042 < 10$ were obtained, so it can be concluded that in the Venue variable there was no multicollinearity

c. Heteroscedasticity Test

Table 8. Heteroscedasticity Test Results

Correlations			BRAND IMAGE	VENUE	Unstandardized Residual
Spearman's rho	BRAND IMAGE	Correlation Coefficient	1.000	.841**	.029
		Sig. (2-tailed)	.	<.001	.853
		N	44	44	44
	VENUE	Correlation Coefficient	.841**	1.000	.006
		Sig. (2-tailed)	<.001	.	.972
		N	44	44	44

	N	44	44	44
Unstandardized Residual	Correlation Coefficient	.029	.006	1.000
	Sig. (2-tailed)	.853	.972	.
	N	44	44	44

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS processed data, 2025

Based on table 4.15, the following can be obtained:

- In the Brand Image variable, a Sig. (2-tailed) value of $0.853 > 0.05$ is obtained, it can be concluded that in the Brand Image variable there is no Heteroscedasticity problem.
- In the Venue variable, the value of sig. (2-tailed) of $0.972 > 0.05$, it can be concluded that in the Venue variable there is no Heteroscedasticity problem.

3) Multiple Linear Regression Analysis Test

Table 9. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Itself.
		B	Std. Error	Beta		
1	(Constant)	.604	3.664		.165	.870
	BRAND IMAGE	.538	.250	.283	2.150	.038
	VENUE	.658	.128	.674	5.128	<.001

a. Dependent Variable: PURCHASE DECISION

Source: SPSS processed data, 2025

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

$$Y = 0.604 + 0.538X_1 + 0.685X_2 + e$$

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

- The value of a positive value constant (α) of 0.604 is a constant when the Purchase Decision variable (Y) has not been influenced by the Brand Image (X_1), Venue (X_2) variables.
- The variable regression coefficient of the Brand Image β_1 is 0.538 and has a positive value for the Purchase Decision (Y). This means that if there is an increase in Brand Image, the Purchase Decision variable will increase by 0.538 with a percentage of 53.8%.
- The variable regression coefficient of the Venue has a β_2 value of 0.658 and has a positive value on the Purchase decision (Y). This means that if there is an increase in the Venue, the Purchase Decision variable will increase by 0.658 with a percentage of 65.8%.

4) Hypothesis Test

a. Partial Significance Test (t-test)

Table 10. Partial Significance Test Results (t-Test)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	.604	3.664		.870
	CITRA MEREK	.538	.250	.283	.038
	VENUE	.658	.128	.674	<.001

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: SPSS processed data, 2025

- a. Based on the results of the partial test (t-test) in the table above, it is known that the Brand Image variable (X1) has a tcal value greater than the ttable, which is 2.150 greater than 1.682 with a significance value of 0.038 smaller than the significance value of 0.05. This means that the Brand Image (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 Venue variable (X2) has a tcal value greater than the ttable, which is 5.128 greater than 1.682 with a significance level of 0.001 smaller than the significance value of 0.05. This means that Venue (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 11. Results of Simultaneous Significance Test (F Test)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	5513.172	2	2756.586	154.248	<.001b
	Residual	732.714	41	17.871		
	Total	6245.886	43			

a. Dependent Variable: PURCHASE DECISION

b. Predictors: (Constant), VENUE, CITRA MEREK

Source: SPSS processed data, 2025

Based on the table above, the value of Fcal of 154.248 is greater than the Ftable of 3.226 with a significant level of 0.001. The significance value for the simultaneous influence of Brand Image (X1) and Venue (X2) on the Purchase Decision (Y) was $0.001 < 0.05$ and the Fcal value was $154.248 > F_{table}$ was 3.226. This means that simultaneously Brand Image (X1) and Venue (X2) have a positive and significant effect on Purchase Decisions (Y). Thus, it is concluded that the fourth hypothesis (H03) is rejected and (Ha3) is accepted.

c. *Determination Coefficient Test (R Square)*

Table 12. Determination Coefficient Test Results (R2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.940a	.883	.877	4.227

a. Predictors: (Constant), VENUE, CITRA MEREK

b. Dependent Variable: PURCHASE DECISION

Source: SPSS processed data, 2025

Based on the table above, the magnitude of the determination coefficient value or R square shows that the relationship between the Brand Image (X1) and Venue (X2) variables to the Purchase Decision (Y) has a relationship of 0.877 which means 87.7%. This value can be interpreted that the variables studied affect the Purchase Decision by 87.7% and the remaining 12.3% can be explained by other variables that were not studied in the study such as Price, Facilities, Company Image, Organizer Quality, and others.

3.2. Discussion

1) The Influence of Brand Image on Purchase Decisions

The results of the study show that Brand Image has a positive and significant effect on Purchase Decisions. This means that the better the consumer's perception of a brand's image, the more likely they are to buy products/services from the brand. Therefore, the Purchase decision will also increase by 0.538 per increment, so it can be concluded that Ha1 is accepted.

From these results, Brand Image has a positive and significant effect on Prospective Purchase Decisions and also visitors will participate in the ChengBeng Food Fest Medan 2025 event because they often see advertisements about ChengBeng food Fest by CV Vinkoo Jakarta Fest. Based on the respondent's answer, the source of information about the ChengBeng Food Fest Event itself has spread to various platforms and the most dominant one is on Social Media. With advertising, participants who buy stands/exhibitors can have an idea of the Event that will be recreated by the organizer.

A strong brand image creates trust, loyalty, and a perception of quality in the minds of consumers. Consumers tend to prefer brands that they consider to be reputable, widely known, and consistent in delivering quality. This shows that brand image is not just a visual identity or name, but also reflects the emotional and psychological value inherent in a product or service.

These findings are in line with Kotler and Keller's opinion that a positive brand image strengthens the relationship between consumers and products, as well as directly influences purchasing decisions. In addition, these results also support previous research by Ruth Damayanti Aritonang, who found that brand image has a significant relationship with purchasing decisions on the purchase decision process of the Riau Islands Vacatio Expo 2021 Stand Expo and Bazaar Event.

2) The Influence of Venue on Purchase Decisions

The results of the study showed that venues had a positive and significant influence on the purchase decision of the stand. This means that the better the quality of the venue in terms of location, accessibility, capacity, public facilities, and the comfort of visitors and tenants, the more likely it is for business actors to buy a stand at the event.

Respondents to the purchase decision assessed that the Chengbeng Food Fest 2025 venue chosen by CV Vinkoo Jakarta Fest was considered strategic because:

- a. The venue (Centre Point Mall) is located in the center of Medan which is easily accessible to participants and visitors.
- b. It has a large parking area to cover the participants and visitors of the ChengBeng Food Fest itself and also has enough space to accommodate all the participants of the Event.
- c. Supported by facilities such as security, cleanliness, and adequate lighting.

These factors create the belief that participating in the event will provide high exposure, increase sales, and expand the network of new customers. Thus, in the context of Chengbeng Food Fest Medan 2025, venue quality is one of the main and dominant key factors that drive stand purchase decisions, and organizers need to maintain and improve venue standards for future events.

2.1 The Influence of Brand Image on Purchase Decisions

The results of the study show that Brand Image has a positive and significant effect on Purchase Decisions. This means that the better the consumer's perception of a brand's image, the more likely they are to buy products/services from the brand. Therefore, the Purchase decision will also increase by 0.538 per increment, so it can be concluded that Ha1 is accepted.

From these results, Brand Image has a positive and significant effect on Prospective Purchase Decisions and also visitors will participate in the ChengBeng Food Fest Medan 2025 event because they often see advertisements about ChengBeng food Fest by CV Vinkoo Jakarta Fest. Based on the respondent's answer, the source of information about the ChengBeng Food Fest Event itself has spread to various platforms and the most dominant one is on Social Media. With advertising, participants who buy stands/exhibitors can have an idea of the Event that will be recreated by the organizer.

A strong brand image creates trust, loyalty, and a perception of quality in the minds of consumers. Consumers tend to prefer brands that they consider to be reputable, widely known, and consistent in delivering quality. This shows that brand image is not just a visual identity or name, but also reflects the emotional and psychological value inherent in a product or service.

These findings are in line with Kotler and Keller's opinion that a positive brand image strengthens the relationship between consumers and products, as well as directly influences purchasing decisions. In addition, these results also support previous research by Ruth Damayanti Aritonang, who found that brand image has a significant relationship with purchasing decisions on the purchase decision process of the Riau Islands Vacatio Expo 2021 Stand Expo and Bazaar Event.

2.2 Venue Influence on Purchase Decisions

The results of the study showed that venues had a positive and significant influence on the purchase decision of the stand. This means that the better the quality of the venue in terms of location, accessibility, capacity, public facilities, and the comfort of visitors and tenants, the more likely it is for business actors to buy a stand at the event.

Respondents to the purchase decision assessed that the Chengbeng Food Fest 2025 venue chosen by CV Vinkoo Jakarta Fest was considered strategic because:

- a. The venue (Centre Point Mall) is located in the center of Medan which is easily accessible to participants and visitors.
- b. It has a large parking area to cover the participants and visitors of the ChengBeng Food Fest itself and also has enough space to accommodate all the participants of the Event.
- c. Supported by facilities such as security, cleanliness, and adequate lighting.

These factors create the belief that participating in the event will provide high exposure, increase sales, and expand the network of new customers. Thus, in the context of Chengbeng Food Fest Medan 2025, venue quality is one of the main and dominant key factors driving stand purchase decisions, and organizers need to maintain and improve venue standards for future events.

2.3 The Influence of Brand Image and Venue on Purchase Decisions

Simultaneously, the brand image and venue have a significant influence on the purchase decision of the stand. This shows that tenants not only consider the reputation of the organizer, but also assess the quality of the location where the event is held. Both complement each other in creating a perception of value and potential benefits for event participants.

A strong brand image creates the perception that this event will be crowded, well-organized, and bring in sales profits. This strengthens the decision of business actors to participate.

Venues have also been proven to have a positive and significant influence on the purchase decision of the stand. This means that venue quality including strategic location, accessibility, facilities, comfort, and capacity are the main considerations for tenants in making purchase decisions.

In the case of ChengBeng Food Fest, the selection of a venue in the center of Medan that is easy to reach, with complete facilities, provides a sense of security and comfort for tenants. They consider that a good venue will attract more visitors and support buying and selling activities during the event.

Interpretasi :

- a. The Brand Image has a t_{cal} value of 2.150 > a t_{table} of 1.682 and a significance value of $0.038 < 0.05$, meaning that the Brand Image has a positive and significant effect on the purchase decision of the stand.
- b. The venue has a t_{cal} value of 5.128 > a t_{table} of 1.682 and a significance value of $0.001 < 0.05$, so that the venue also has a positive and significant effect on the decision to purchase the stand.
- c. The F test shows that the F_{cal} value of 154.248 is greater than the F_{table} 3.226 and the significant value of 0.001 is less than 0.05, meaning that the Brand Image and Venue simultaneously have a significant effect on the Purchase decision.

- d. The Adjusted R^2 value of 0.877 indicates that 87.7% of the variation in the Stand Purchase decision can be explained by the Brand and Venue Image Variables, the remaining 12.3% is explained by other factors.

4. CONCLUSION

Based on the results of the research test and discussion carried out regarding the Influence of Brand and Venue Image on the Decision to Purchase Stand at the ChengBeng Food Fest Medan 2025 Event by CV Vinkoo Jakarta Fest, it can be concluded as follows: 1) From this study, it can be concluded that the Brand & Venue Image partially has a positive and significant influence on the Stand Purchase Decision at the ChengBeng Food Fest Medan 2025 Event by CV Vinkoo Jakarta Fest. 2) The Venue variable is more dominant with an effect of 0.658 than the Brand Image variable of 0.538 as seen from the results of the multiple linear regression analysis test. 3) The Brand and Venue Image variables studied affected the purchase decision of 0.877 with a percentage of 87.7% and the remaining 12.3% can be explained by other variables such as Price, Facilities, Company Image, Organizer Quality, and others.

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