

The Influence of Promotions and Prices on Ticket Purchase Decisions at the Cultural Lens Vol. 2 Event at Dimigo Pool Medan 2024

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ABSTRACT

Cultural Lens Vol.2 is one of the *special events* held in the city of Medan, in commemoration of Nusantara Day which falls on December 13, the organizers have the motivation and inspiration to create a cultural *event* which adds to the insight of visitors that there are many cultures, customs, traditional clothes and traditional dances ranging from Batak, Javanese, Malay, Tiong Hoa and Indian cultures. *This event* will be held on December 14, 2025 located at Dimigo Pool Medan. Based on internal data of 1,000 visitors who bought tickets, but the organizers only got 233 visitors who bought tickets, this phenomenon shows that the organizers have not been able to achieve the target and there must be an evaluation to create space to improve this. Promotions and Prices are 2 of the many factors that affect the Decision to Buy tickets for *the Cultural Lens Vol.2 event*. This study aims to find out whether promotions and prices affect the decision to purchase tickets for *the Cultural Lens Vol.2 event*. This study uses a quantitative method with data collection carried out through questionnaires and literature studies. The data results will be analyzed using data quality tests, classical assumption tests, multiple linear analysis, determination coefficient tests and hypothesis tests with a total of 70 respondents. The results of this study show that promotions and prices partially and simultaneously have a positive and significant effect on ticket purchase decisions at *the Cultural Lens Vol.2 event*. The results of the determination coefficient test (R^2) showed that promotions and prices were able to influence the purchase decision of *Cultural Lens Vol.2 event* tickets by 65.7% and the remaining 34.3% could be explained by factors not studied in this study.

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1. INTRODUCTION

An *event* is an activity designed to create a memorable experience for participants or visitors. *These events* have several variations, ranging from small gatherings to large festivals involving thousands of people. The purpose of an *event* often includes education, entertainment, or building relationships between individuals and groups. In organizing an *event*, there are several important elements that must be considered, such as planning, organizing, and implementation. The planning process includes determining the purpose of the event, choosing the right location, setting the appropriate timing, and efficient budget management. In addition, organizers also need to think about promotional strategies to attract attendees and ensure that the event can reach the desired audience. *Events* can be categorized into several types, such as corporate events, social events, cultural events, and sporting events. Each of these categories has different characteristics and goals, which reflect the needs and expectations of the intended audience.

A *special event* is an activity designed to create a unique and unforgettable experience for participants or visitors. Usually, these events carry a certain theme and involve various interesting elements, such as entertainment, interaction, and unusual activities. With a creative approach, this event aims to provide memorable moments that can be enjoyed by all attendees. According to Yasmin (1:2019) *Special events* are a form of brand promotion activities by interacting more closely with their users through various experiential activities for a brand that attracts attention. A series of interesting events and good interaction in *special event* activities will bring a unique experience for consumers or visitors.

One of the activities that is the object of this research is the *special event Cultural Lens Vol.2* in commemoration of Archipelago Day which falls on December 13, which will be held on December 14, 2024 precisely at Dimigo pool, café, & bar on JL. Tapian Nauli No.9, Sunggal, Medan City. With the theme of the activity "*Folk Culture: Celebrating Heritage With Harmony*". The theme of this *exhibition* is inspired by the variety of cultures in the city of Medan such as: natural beauty, daily life, traditional clothing, traditional dances starting from Batak, Javanese, Malay, Tiong Hoa, and Indian cultures. This cultural diversity is what makes the city of Medan dubbed as a multi-ethnic city. This makes it an inspiration and motivation for the organizers to make an *exhibition* activity, which later the culture can be displayed and describe the atmosphere and the state of diverse cultural life in every corner of the city of Medan. The target expected by the organizers is 1,000 visitors, one of the first steps taken by the organizers of the *exhibition event* or *Cultural Lens Vol.2* exhibition to achieve this target by means of promotion, where this promotion is a strategy in reaching potential visitors or audiences more widely, easily accessible and effective. This promotional activity is carried out through various media, ranging from social media, media partners, news websites, and print media.

The following is social media and information presented by the organizers:





Figure 1. Instagram, *Cultural Lens Information Vol.2*
 Source: Team internal *Cultural Lens Vol.2*

Based on the image above, *Cultural Lens Vol.2* uses a social media application platform, namely: Instagram to promote the exhibition event, where the organizer creates interesting content about the event to be held, providing information to potential visitors about the speakers, talents or performances in the event, the tenant who is in the event. This is expected to attract the attention and interest of prospective visitors to come to the Culture Lens Vol.2 exhibition event.

The second step taken by the organizers of the *Cultural Lens Vol.2* exhibition event is to offer competitive prices, where the price quote is one of the considerations of prospective visitors to buy tickets in an event.

The following are the price quotes and benefits of purchasing tickets:

Table 1. Ticket Prices and Bundling, Benefits of Buying *Cultural Lens Vol.2* Tickets

Flight	Bundling	Benefit
Rp. 45.000.00	Get Lemontea Drinks, Timezone Vouchers, Farfume Azarine, E-Certificates, Snacks	<ul style="list-style-type: none"> Inspirational Talk Show Theater Direction
IDR 40.000.00	Get Drinks, Lemontea, Timezone Vouchers, Farfume Azarine	<ul style="list-style-type: none"> Traditional Dance Performances Fashion Show Exhibition of clothing and musical instruments of each custom

Source: Team Internal *Cultural Lens Vol.2*

Based on Table 1 above, there are 2 ticket prices for the *Cultural Lens Vol.2* event offered, with different nominals and bundlings and the organizer lists what benefits will be obtained by potential visitors when buying *Culture Lens Vol.2* event tickets. The application of low prices, bundling and benefits is a strategy of the organizers to attract the interest of potential visitors to buy tickets, as well as make visitors feel that they get more benefits with cheap ticket prices.

The following is data on the total number of purchases, the purchase price of each ticket and the total number of visitors during the *Culutral Lens Vol.2* event:

Table 2. Ticket Purchase Amount, Visitor Data

NO	FLIGHT	TOTAL PURCHASES	TOTAL VISITORS
1	Rp. 45.000.00	159 (Buyers)	233 (PENGUNJUNG)
2	IDR 40.000.00	74 (Buyer)	
Total		233 (Buyers)	

Source: Team Internal *Cultural Lens Vol.2*

From Table 1.2 above, it can be concluded that visitors prefer to buy ticket prices for Rp. 45,000.00, rather than ticket prices for Rp. 40,000.00. This is because the purchase of tickets at a price of Rp. 45,000.00 is more profitable and the distance of the price difference is not too significant.

However, the *Cultural Lens Vol.2 event* did not reach the target desired by the organizers, namely 1,000 visitors, while the total ticket purchases and visitors were only 233 visitors. If you pay attention to the promotional system of *the Cultural Lens Vol.2 event*, it is not so broad, especially from the promotion system through *social media platforms that only use the Instagram application, which in the modern era is a very broad, strategic and easily accessible means of promotion.*

This study aims to investigate how promotions and prices offered by *Cultural Lens Vol.2 event* organizers are factors influencing ticket purchase decisions, driven by the phenomenon of not achieving the expected visitor target of *Cultural Lens Vol.2 event* organizers. Thus, this research is expected to contribute to the organizers of *the Cultural Lens Vol.2 event* to find out how much promotion and price influence the decision to purchase tickets at *the Cultural Lens Vol.2 event* and *the next event.*

2. METHODS

This study uses a quantitative method with a quantitative descriptive analysis approach. This research was conducted in the city of Medan at *the Cultural Lens Vol.2 Event at Dimigo Pool*. This research was conducted from March – June 2025. The population in this study is visitors who came or attended the *Cultural Lens Vol.2 event* as many as 233 visitors, based on data by the organizers of *the Cultural Lens Vol.2 Medan event*. The sample in this study was taken as many as 70 respondents. This sampling technique uses a *non-probability technique*, namely *purpose sampling*. *Purposive sampling* is a sampling technique used when you already have a target individual with characteristics that are in accordance with the research, namely visitors to *the Cultural Lens Vol.2 event* who buy tickets. The data type consists of primary data obtained from respondents by creating a questionnaire through *Google Form* which will be filled out by visitors to *the Cultural Lens Vol.2 event*. Secondary data in this study is in the form of complementary data sources to complement the data needed by primary data and also as supporting data where each other supports each other, namely books, journals, modules, papers, previous theses, social media, internet sites, and other sources related to the problem researched by the researcher. There are several data collection techniques carried out in this study such as questionnaires and literature studies. 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 3. Validity Test Results

Variabel	Indicator	r count	R table	Criterion
Promotion (X1)	Item 1	0,898	0,361	<i>valid</i>
	Item 2	0,892	0,361	<i>valid</i>
	Item 3	0,892	0,361	<i>valid</i>
	Item 4	0,922	0,361	<i>valid</i>
	Item 5	0,787	0,361	<i>valid</i>
	Item 6	0,685	0,361	<i>valid</i>
	Item 7	0,837	0,361	<i>valid</i>
	Item 8	0,878	0,361	<i>valid</i>
Price (X2)	Item 1	0,852	0,361	<i>valid</i>
	Item 2	0,906	0,361	<i>valid</i>
	Item 3	0,806	0,361	<i>valid</i>

	Item 4	0,914	0,361	<i>valid</i>
	Item 5	0,730	0,361	<i>valid</i>
	Item 6	0,837	0,361	<i>valid</i>
	Item 7	0,593	0,361	<i>valid</i>
	Item 8	0,837	0,361	<i>valid</i>
Purchase	Item 1	0,868	0,361	<i>valid</i>
Decision	Item 2	0,808	0,361	<i>valid</i>
(Y)	Item 3	0,870	0,361	<i>valid</i>
	Item 4	0,893	0,361	<i>valid</i>
	Item 5	0,921	0,361	<i>valid</i>
	Item 6	0,847	0,361	<i>valid</i>
	Item 7	0,840	0,361	<i>valid</i>
	Item 8	0,817	0,361	<i>valid</i>

Source: data processed using SPSS

Based on Table 3 shows that the entire variable statement *valid* Because the value of r is calculated > r table. These results show that all indicators contained in this study are proven *valid*. Therefore, it can be proceeded to the reliability test stage.

b. Reliability Test

Table 4. Reliability Test Results

Variabel	Statement Items	Cronbach's Alpha	Information
Promotions (X ₁)	Statements 1 to 8	0,945	Reliabel
Price (X ₂)	Statements 9 to 17	0,923	Reliabel
Purchase Decision (Y)	Statements 16 to 24	0,948	Reliabel

Source: Data processed using SPSS

Based on table 4, it shows that the value of the Promotion variable (X₁) is 0.945, the Price variable (X₂) is 0.923, and the Purchase Decision variable (Y) is 0.948. This shows that each *Cronbach's Alpha* value on each variable instrument is greater than 0.60 (*Cronbach's Alpha* > 0.60), so it can be concluded that all the statement items in the questionnaire in this study are reliable.

2) Classical Assumption Test

a. Normality Test

Table 5. Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		70
Normal Parameters ^{a,b}	Mean	.0000000
	Hours of deviation	5.79740090
Most Extreme Differences	Absolute	.062
	Positive	.057
	Negative	-.062
Test Statistic		.062
Asymp. Sig. (2-tailed) ^c		.200d

a. Test distribution is Normal.

b. Calculated from data.

- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: Data processed (2025)

Based on table 5, it can be concluded that *the value of Asymp. Sig. (2-tailed) of 0.200 > 0.05*, this indicates that the test results have a normal distribution.

- **Normality Test Histogram**

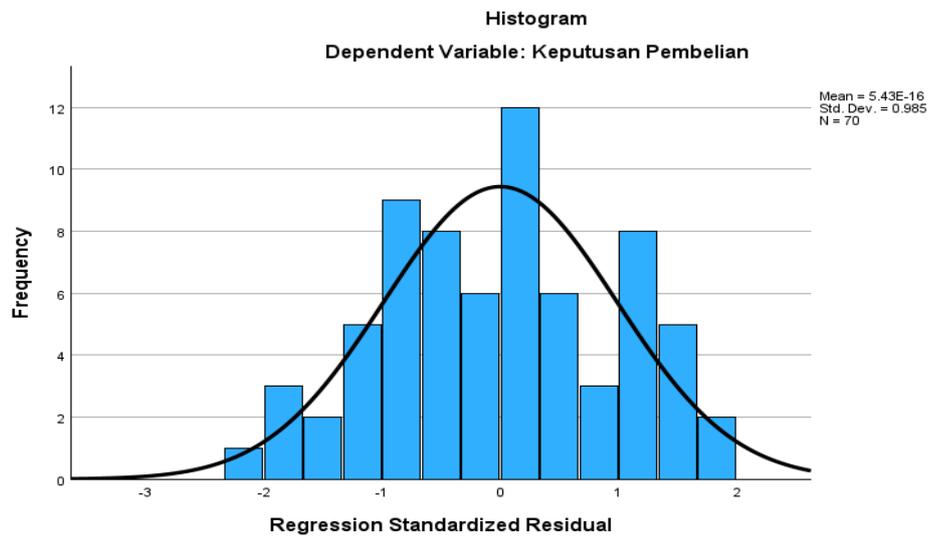


Figure 2. Normality Test Histogram Chart

Source: Data processed (2025)

Based on figure 2 it can be concluded that the normal distributed data seen from the histogram image is evenly spread from left to right.

- **P-Plot Chart Normality Test**



Figure 3. Normality of P-Plot Charts

Source: Data processed (2025)

From figure 2 shows the points that become the pattern of the graph are seen spreading around the diagonal line and following the diagonal line of the graph. It can be concluded that the data is normally distributed.

b. *Multicollinearity Test*

Table 6. Multicollinearity Test Results
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VR1
1	(Constant)	4.005	2.601		1.540	.128		
	Promotion	1.057	.102	.957	10.355	<.001	.582	1.720
	Price	.201	.073	.253	2.738	.008	.582	1.720

a. Dependent Variable: Purchase Decision

Source : Data processed (2025)

Based on Table 6 in the column "Collinearity Statistic" It can be seen that the value of *tolarence* for the Promotion variable (X_1) and Price variable (X_2) is 0.582 where the number is greater than 0.10. While the value of VIF (*Variance Inflation Factor*) for the Promotion variable (X_1) and Price (X_2) is 1,720 where the number is less than 10. It can be concluded that there is no multicollinearity in the regression model.

c. *Heteroscedasticity Test*

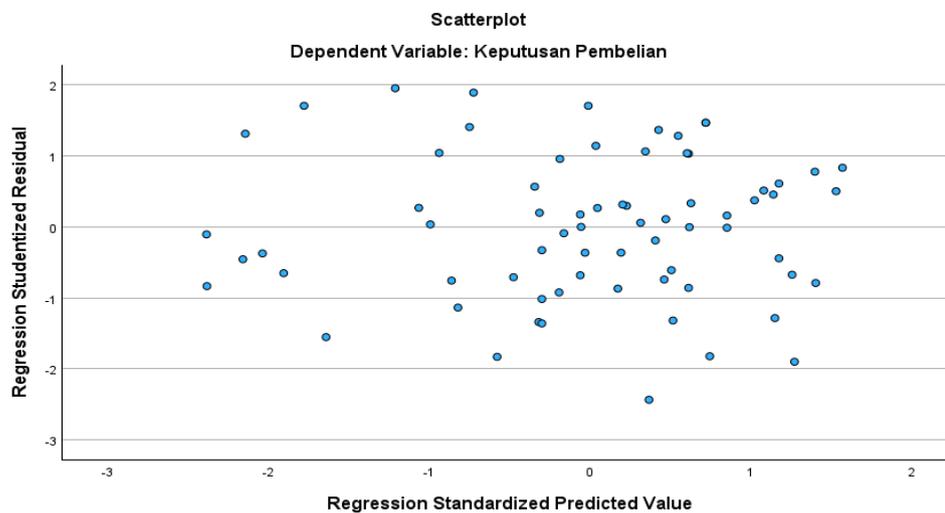


Figure 4. Heteroscedasity Test

Source: Data processed (2025).

Based on the image above, it can be seen that the dots in the graph are scattered and do not form a specific pattern or a clear pattern, so it can be concluded that there is no heteroscedasticity problem in this study.

3) Multiple Linear Regression Analysis Test

Table 7. Multiple Linear Regression Test Results
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	BRIGHT
1	(Constant)	4.005	2.601		1.540	.128		
	Promotion	1.057	.102	.957	10.355	<,001	.582	1.720
	Price	.201	.073	.253	2.738	.008	.582	1.720

a. Dependent Variable: Purchase Decision

Source: Data processed (2025)

Based on table 7, the multiple linear regression equation is as follows:

$$Y = 4.005 + 1.057 X1 + 0.201 X2 + e$$

From the regression equation, it can be described as follows:

1. The value of the α constant is 4.005 with a positive value. If all the free variables have a value of zero (0) then the value of the bound variable is 4.005 or in other words the purchase decision variable (Y) will be constant at 4.005. A positive sign on this constant coefficient indicates that any increase that occurs in the independent variable will result in an increase in the dependent variable and vice versa.
2. The regression coefficient value for the promotional variable (X1) is positive at 1.057, indicating that each one-unit increase will increase the purchase decision (Y) by 1.057 assuming the other independent variable is considered constant. This means that the promotion (X1) has a positive direction in its influence on the purchase decision (Y).
3. The regression coefficient value for the price variable (X2) is positive of 0.201, indicating that each one unit increase will increase the purchase decision (Y) by 0.201 assuming the other independent variables are considered constant. This means that the price (X2) has a positive direction in its influence on the purchase decision (Y) with benefits and *bundling* offers that are more favorable in buying higher prices.

Based on the results of the hand-held linear analysis, it can be concluded that the most dominant variable influencing purchasing decisions in *the Cultural Lens Vol.2 event* is the promotion variable with a regression coefficient value of 1.057.

4) Hypothesis Test

a. *Partial Significance Test (t-test)*

Table 8. Partial Test Results (T Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	4.005	2.601		1.540	.128
	Promotion	1.057	.102	.957	10.355	<,001
	Price	.201	.073	.253	2.738	.008

Source: Data processed (2025)

Based on the results of the calculations carried out in Table 8, it can be concluded that the promotion variable (X_1) obtained a value of t_{count} . As many as 10,355 with a significance of $<.001$. Therefore, $t_{count} 10,355 > t_{table} 1,996$ with a significance value of $<.001$. This indicates that the promotion variable (X_1) partially has a positive and significant effect on the purchase decision (Y) in *event Cultural Lens Vol.2*. Thus it can be concluded that the first hypothesis of H_0 rejected and H_1 Accepted.

The price variable (X_2) obtains a calculated value t . As many as 2,738 with a significance of 008. Therefore, $t_{calculates} 2,738 > t_{table} 1,996$ with a significance value of 008. This shows that the price variable (X_2) partially has a positive and significant effect on the purchase decision (Y) in the *Cultural Lens Vol.2 event*. Thus it can be concluded that the first hypothesis of H_0 is rejected and H_2 is accepted.

b. Simultaneous Significance Test (F test)

Table 9. Simultaneous Test Results (F Test)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	1207.643	2	603.822	67.098	<.001b
	Residual	602.942	67	8.999		
	Total	1810.586	69			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Price, Promotion

Source: Data processed (2025)

Based on Table 9, the value of F_{is} calculated as 67.098 with a significant value of $<.001$. It can be concluded that with a significant value of $<.001$ less than 0.05 and a value of $F_{calculated} 67.098 > F_{table} 3.13$. Therefore H_0 is rejected and H_a is accepted, it can be concluded that there is a simultaneous influence of the promotional variable (X_1) and price (X_2) on the purchase decision (Y), where the purchase decision variable (Y) where the promotional variable (X_1) and the price (X_2) together affect the dependent variable of the purchase decision (Y). This means that if the promotion (X_1) and the price (X_1) are increased at the same time, then the purchase decision (Y) in the *Cultural Lens Vol.2 event* will also increase.

c. Determination Coefficient Test (R Square)

Table 10. Determination Coefficient Test Results (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.817a	.667	.657	3.000

a. Predictors: (Constant), Price, Promotion

b. Dependent Variables: Purchasing Decisions

Source: Data processed (2025)

Based on Table 10, it can be concluded that the magnitude of the *Adjusted R square* value shows that the relationship between the variables of Promotion, Price, and Purchase Decision has a relationship of 0.657 which means 65.7%, the factors of Purchase Decision can be explained by independent variables, namely Promotion and Price while the remaining 34.3% is explained by other variables that are not mentioned in this study, such as service quality, brand image and location.

Discussion

The Influence of Price on Purchase Decisions

The results of this study show that price (X_2) partially has a positive and significant effect on the purchase decision (Y), based on the results of the multiple linear regression test and the t-test, it was found that there is a positive and significant influence between the price variable (X_2) and the purchase decision (Y). The result is shown by the value of the price variable coefficient (X_2) of 0.201 and the result of the t-calculation value of 2.738 which is greater than the t-table which is 1.996. In addition, the significance value of 008 is smaller than 0.05. Thus, it can be concluded that H_2 is accepted and H_0 is rejected, then in line with the results of a previous research by Muhammad Habibi Raihardi (2024) entitled The Influence of Price on Ticket Purchase Decisions in an *Event* (Case Study on Rasa Performer Concert Events) which states that price partially has a positive and significant influence on purchase decisions.

This means that even with a higher price offer, the *benefits* that will be obtained are the same as the lower price, and the *bundling* offered is more profitable than the lower price, so the more visitors will make the decision to buy tickets for *the Cultural Lens Vol.2 event*. This shows that the pricing strategy carried out by *Cultural Lens Vol.2* is appropriate and able to attract the attention of visitors. Visitors will feel that the price paid is in accordance with *the benefits* obtained.

The Influence of Promotions and Prices on Purchase Decisions

Based on the results of the simultaneous hypothesis test (F test), it is stated that promotion (X_1) and price (X_2) have a simultaneous effect on the purchase decision (Y). This can be seen by a significance value of $<.001$ which is smaller than 0.05 and a *Fcal* value of 67.098 $>$ a *Ftable* of 3.13. Thus, it can be concluded that H_3 is accepted and H_0 is rejected, which means that promotion (X_1) and price (X_2) simultaneously have a significant effect on the purchase decision (Y), then in line with the results of a previous research by Yeni Kartika (2021) with the title The Influence of Price and Promotion on Ticket Purchase Decisions at Traveloka for Students in Yogyakarta which states that the Price and Simultaneous promotions have a significant effect on the Purchase Decision.

Meanwhile, the results of the determination coefficient test (*adjusted R2*) showed that the relationship between the promotion variable, price and purchase decision had a relationship of 0.657 which means that 65.7% of the purchase decision factors could be explained by independent variables, namely Promotion and Price while the remaining 34.3% was explained by other variables that were not included in this study.

The results of this study show that promotion (X_1) and price (X_2) have a very important influence on the purchase decision (Y) to visitors in the *Cultural Lens Vol.2 event* at Dimigo Pool Medan 2024. Promotions that have an interesting concept, unique ideas and good and easy to reach information delivery will tend to attract visitors to make purchases, and visitors will tend to buy tickets at affordable prices and in accordance with the *benefits* that will be obtained.

4. CONCLUSION

Based on the results of the analysis test of Promotion and Price on the Decision to Purchase Tickets for *the Cultural Lens Vol.2 event*, it can be concluded that the results of this study are as follows:

1. Promotion (X_1) partially has a positive and significant effect on the Purchase Decision (Y) at *the Cultural Lens Vol.2 event*. This can be proven by the Promotion variable (X_1) which obtained a calculated value of 10.355 with a significant $<.001$. It can be concluded that Promotion (X_1) has a direct effect on the Purchase Decision (Y) at *the Cultural Lens Vol.2 event*.
2. Price (X_2) partially has a positive and significant effect on the Purchase Decision at *the Cultural Lens Vol.2 event*. This can be proven by the variable Price (X_2) which obtains a calculation of 2.738 with a significance of 008. It can be concluded that Price (X_2) has a direct effect on the Purchase Decision (Y) at *the Cultural Lens Vol.2 event*.
3. Promotion (X_1) and Price (X_2) simultaneously have a positive and significant effect on the Purchase Decision (Y) at *the Cultural Lens Vol.2 event*. This can be proven by a simultaneous test (F Test) which

obtained a Fcal value of 67.098 with a significance of $<.001$. Because F_{is} calculated as $67.098 > F_{table}$ 3.13 and its significance level is $<.001$ which is smaller than 0.05 and can also be proven by the adjusted R2 value of 0.657 or 65.7%. The factors of Purchase Decision can be explained by independent variables, namely Promotion and Price, while the remaining 34.3% are explained by other variables that are not included in this study.

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