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## THE EFFECT OF BRAND IMAGE AND PRICE ON THE PURCHASE DECISION OF BOOTHS AT THE VINKOO JAKARTA FEST 2025 EVENT IN MEDAN

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### ABSTRACT

*Vinkoo Jakarta Fest is one of the fashion and culinary bazaars regularly held in Medan by Vinkoo Event Organizer since 2019. This event showcases products from various major cities in Indonesia and even abroad. In 2025, during the Chinese New Year celebrations, Vinkoo Jakarta Fest experienced significant growth with the number of booths increasing to 300 from the previous 120-160 booths, even featuring booths from Penang, which influenced purchasing decisions. However, there was a problem with the prices being set at the same level without considering strategic locations, which caused dissatisfaction among some tenants. Booth purchase decisions are greatly influenced by brand image and price, where a positive brand image can increase tenant confidence in the quality of the event, while a price that is in line with the benefits encourages tenant interest in participating. This study aims to examine how brand image and price influence booth purchase decisions at the Vinkoo Jakarta Fest event, both partially and simultaneously. This study uses a quantitative research method with data collection conducted through questionnaires. The data analysis technique used in this study is multiple regression analysis using the SPSS 26 data processing program with a total of 100 respondents. The results of this study indicate that brand image and price partially and simultaneously have a positive and significant effect on the decision to purchase a booth at the Vinkoo Jakarta Fest 2025 event in Medan. The results of the coefficient of determination ( $R^2$ ) test show that brand image and price can influence the decision to purchase a booth by 67.9%, with the remaining 32.1% influenced by other variables not examined in this study*

**Keywords:** Brand Image, Price, Purchase Decision

### INTRODUCTION

In recent years, Medan has hosted various local and national festivals and bazaars, making it a new center of growth for creative entrepreneurs. These festivals and bazaars combine fashion and culinary delights in a single event format, creating a new form of shopping and entertainment experience. This has created fierce competition among event organizers in the city of Medan. One of the events they often hold is Vinkoo Jakarta Fest, a fashion and culinary bazaar that showcases products from various major cities.

This event was first held in Medan in 2019 with the theme “wonderland” at Mall Center Point Medan. Vinkoo Jakarta Fest has continued to grow and is now one of the regular events held three times a year, namely before Chinese New Year, Eid al-Fitr, and Christmas. Vinkoo Jakarta Fest not only offers a shopping experience, but also presents interesting themes in each edition, as well as inviting public figures to add to

the appeal of the event. Every year, Vinkoo Jakarta Fest has received positive responses, as evidenced by the large number of visitors. Entering 2025, Vinkoo Jakarta Fest will once again be held at Mall Center Point Medan to enliven the Chinese New Year celebrations. This event will be held on January 8–12, 2025, and January 15–19, 2025. This year's Chinese New Year event is different because it is usually only held for 5 days, but in 2025 it will be held for 10 days. A significant difference in the organization of Vinkoo Jakarta Fest in welcoming the 2025 Chinese New Year celebrations can be seen from the drastic increase in the number of booths, reaching 300 booths. In previous Chinese New Year celebrations, there were between 120 and 160 booths.

There are several factors that influence tenants in making booth purchase decisions. One of them is brand image. To maintain a positive brand image, Vinkoo implements a communication strategy that utilizes digital media, especially social media such as Instagram. Vinkoo utilizes features such as Instagram feed, stories, and reels. Starting from pre-event activities, Vinkoo shares posts or stories in the form of a countdown to the event day, introduces tenants who will be present at the event, behind-the-scenes preparations such as location setting, and interactive content such as shopping voucher giveaways. During the event, Vinkoo was always active in sharing documentation of the bazaar atmosphere, crowds, busy booths, and interesting spots, sharing video/photo clips of visitors enjoying products or giving positive comments, and sharing story polls. Even after the event, Vinkoo always shared posts in the form of reels or stories lasting 1-2 minutes featuring sold-out booths. These posts aim to build a positive perception among social media followers that the Vinkoo Jakarta Fest event attracts a large number of visitors, thereby creating the impression that tenants participating in this event are likely to achieve profitability.

In addition to image, another important factor that greatly influences the decision to purchase a booth at the Vinkoo Jakarta Fest event is the price of the booth. Tenants' perceptions of the suitability between price and benefits obtained can be a major consideration in determining their participation in the event. Based on the explanation of the above phenomenon, the author is interested in further exploring the factors that influence purchasing decisions in renting booths by considering brand image perception and the suitability of booth rental prices. Therefore, the author chose the title "The Influence of Brand Image and Price on Booth Purchasing Decisions at the 2025 Vinkoo Jakarta Fest Event in Medan."

This study utilizes a number of previous studies as reference material to strengthen the theoretical basis and support the analysis conducted. The following are the studies that have been conducted:

**Table 1**  
**Literature Review Previous Research**

No	Research Name	Title	Results
1.	Ula (2023)	The Influence of Promotion, Brand Image, and Price Perception on Purchasing Decisions at Rabbani Jepara Branch	The results of this study indicate that all independent variables, namely promotion, brand image, and price perception, have a positive and significant effect on purchasing decisions.
2.	Lisa (2020)	The influence of price, brand image, and promotion on the decision to purchase Oppo brand smartphones among students at the Faculty of Economics and Business, UIN Banda Aceh	The results of this study indicate that price has a positive effect on purchasing decisions, while brand image does not affect purchasing decisions.
3.	Rizki (2020)	The influence of brand image and price on perfume purchasing decisions in the city of Banda Aceh	The results of the study indicate that brand and price have a positive and significant effect on purchasing decisions.
4	Khoirah (2019)	The Effect of Price on Purchasing Decisions for Inacraft 2019 Event Stands at PT Mediatama Binakreasi Jakarta	The results of this study indicate that price has a positive and significant effect on purchasing decisions.
5	Riyanti (2018)	The Influence of Service Quality, Location, and Price on Purchase Decisions in Tenant Leasing (Case Study of Tenants at the Ciledug Tangerang CBD Mall)	The results of this study indicate that price has a positive and significant effect on the decision to purchase a booth.

**Source:** Previous Research and Processed (2025)

The difference between this study and the study by (Ula, 2023) lies in the case study, namely consumer purchasing decisions at the Rabbani store in the Jepara branch. Furthermore, the author did not use the Promotion variable. The difference between this study and the previous study by (Lisa, 2020) lies in the case study, namely the decision to purchase Oppo smartphones among Febi UIN students in the city of Banda Aceh. This study uses the variable of promotion, whereas the author does not.

Research conducted by (Rizki, 2020) found similarities in the dependent variables, namely Brand Image and Price. However, there was a difference in the case study, namely that the researcher discussed perfume purchasing decisions in the city of Banda Aceh.

The research conducted by (Khoirah, 2019) has similarities in its case study, namely that both the previous researcher and the author conducted research on Booth's purchasing decisions. The difference is that the author used the variables of Brand Image and Price, while the researcher only used the variable of Price.

The research conducted by (Riyanti, 2018) has similarities in its case study, namely that both the previous researcher and the author conducted research on Booth's purchasing decisions. Furthermore, the author did not use the variables of Service Quality and Location.

## RESEARCH METHOD

The type of research used in this study is quantitative research. According to (Sugianto, 2019), quantitative research is a research method based on positivism philosophy, used for research on specific populations and samples. Data collection uses research instruments, and data analysis is quantitative/statistical in nature with the aim of testing predetermined hypotheses. Quantitative research aims to explain or test the relationship between existing variables. The independent variables in this study are Brand Image (X1) and Price (X2), while the dependent variable is Purchase Decision (Y).

The sampling technique used in this study is nonprobability sampling, which is a sampling technique used when the researcher already has target individuals with characteristics that are relevant to the study.

The population in this study includes tenants who purchased booths at the Vinkoo Jakarta Fest 2025 event in Medan, totaling 300 booths. With a known population size, the technique used to determine the sample is the Slovin technique.

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

explanation:

n = sample

N = population size

e = estimated error rate (0,1)

$$n = \frac{300}{1 + 300 (0,1)^2}$$

$$n = 75$$

Based on these calculations, the number of samples used in this study was 75. To ensure that the data obtained was more accurate, the number of samples was set at 100 respondents.

## RESULTS AND DISCUSSION

Research results include:

### a. Validity Test

#### Brand Image Validity Test

Based on the validity test results, all statements were declared valid with a calculated value greater than the table value of 0.361.

Statement	Correlation Coefficient $r_{hitung}$	Sig Value (2tailed) $> r_{tabel}$	Description
The Vinkoo Jakarta Fest event has a good reputation.	0,707	0,361	<i>Valid</i>
The Vinkoo Jakarta Fest event was attended by a large number of visitors.	0,772	0,361	<i>Valid</i>
I believe that Vinkoo Jakarta Fest always organizes high-quality and interesting events.	0,720	0,361	<i>Valid</i>
By participating in the Vinkoo Jakarta Fest event, I am confident that the image of my product/brand will improve/become more positive.	0,621	0,361	<i>Valid</i>
The Vinkoo Jakarta Fest event is always organized and conducted professionally.	0,651	0,361	<i>Valid</i>
I have a positive impression of the Vinkoo Jakarta Fest event.	0,596	0,361	<i>Valid</i>
I like the concept of the Vinkoo Jakarta Fest event.	0,598	0,361	<i>Valid</i>
I am delighted to be part of the Vinkoo Jakarta Fest event.	0,727	0,361	<i>Valid</i>
I feel that the Vinkoo Jakarta Fest event is an event that fits well with my brand values/image.	0,430	0,361	<i>Valid</i>
I think the Vinkoo Jakarta Fest event is creative and contemporary.	0,502	0,361	<i>Valid</i>
The visual appearance of Vinkoo Jakarta Fest (stage, decorations, booths) has distinctive characteristics/styles that set it apart from other events.	0,679	0,361	<i>Valid</i>
Vinkoo Jakarta Fest offers a lifestyle concept that sets it apart from other events.	0,593	0,361	<i>Valid</i>
Tenants participating in Vinkoo Jakarta Fest offer unique, modern products that are different from other events.	0,621	0,361	<i>Valid</i>
At the Vinkoo Jakarta Fest event, tenants were actively supported through promotions on social media.	0,799	0,361	<i>Valid</i>
The Vinkoo Jakarta Fest event increases the value of products/brands and makes them premium.	0,784	0,361	<i>Valid</i>

Source: Data processed by SPSS, 2025

### Price Validity Test (X2)

Based on the validity test results, all statements were declared valid with a calculated value greater than the table value of 0.361

Statement	Calculated Correlation $r_{hitung}$	Sig Value (2tailed) $> r_{tabel}$	Description
The price of booths is in line with the reputation of the Vinkoo Jakarta Fest event.	0,793	0,361	<i>Valid</i>
The price of booths at the Vinkoo Jakarta Fest event is comparable to the facilities provided.	0,760	0,361	<i>Valid</i>

The price of the booths is commensurate with their quality.	0,683	0,361	<i>Valid</i>
I am interested in participating in the Vinkoo Jakarta Fest event because the booth prices are affordable.	0,566	0,361	<i>Valid</i>
The price of booths at the Vinkoo Jakarta Fest event is within my budget.	0,868	0,361	<i>Valid</i>
The booth price is commensurate with the quality of the booth purchased.	0,757	0,361	<i>Valid</i>
I feel that the booth price offered is commensurate with the overall quality of the Vinkoo Jakarta Fest event.	0,745	0,361	<i>Valid</i>
The booth price is commensurate with the quality of service provided by the crew.	0,823	0,361	<i>Valid</i>
Booth prices are based on the facilities provided in the booth.	0,835	0,361	<i>Valid</i>
Booth prices are based on the number of visitors attending the Vinkoo Jakarta Fest event.	0,772	0,361	<i>Valid</i>
Booth prices at the Vinkoo Jakarta Fest event are not much different from other similar events.	0,840	0,361	<i>Valid</i>
The booth price at Vinkoo Jakarta Fest is still reasonable for a bazaar and fashion event.	0,675	0,361	<i>Valid</i>
The booth price is still in line with market standards.	0,788	0,361	<i>Valid</i>
The booth price is still reasonable enough for me to make a profit.	0,832	0,361	<i>Valid</i>
The price of a booth is still affordable for both small and large businesses.	0,684	0,361	<i>Valid</i>
The price of a booth is comparable to the opportunity to meet consumers who match your target market.	0,619	0,361	<i>Valid</i>
The price of a booth is comparable to the opportunity to expand your network.	0,535	0,361	<i>Valid</i>
At the Vinkoo Jakarta Fest event, I get a decent booth facility for the price paid.	0,724	0,361	<i>Valid</i>
I can benefit from sales at the Vinkoo Jakarta Fest event, which are commensurate with the cost of purchasing a booth.	0,557	0,361	<i>Valid</i>
The price paid is commensurate with the benefits during the event.	0,564	0,361	<i>Valid</i>

Source: Data processed by SPSS, 2025



## Purchase Decision Validity Test (Y)

Based on the validity test results, all statements were declared valid with a calculated value greater than the table value of 0.361.

Statement	Calculated Correlation Coefficient <i>r</i> <sub>hitung</sub>	Sig Value (2tailed)> <i>r</i> <sub>tabel</sub>	Description
I am confident that the booth offered suits my business needs.	0,603	0,361	<i>Valid</i>
I have no doubt about the quality of the booth and facilities offered.	0,633	0,361	<i>Valid</i>
I am confident in purchasing a booth at the Vinkoo Jakarta Fest event because the event concept is clear and interesting.	0,672	0,361	<i>Valid</i>
I am confident in purchasing a booth at the Vinkoo Jakarta Fest event because the event is handled through a rigorous selection process.	0,767	0,361	<i>Valid</i>
I am confident in purchasing a booth at the Vinkoo Jakarta Fest event because the confirmation provided by the organizer is clear.	0,718	0,361	<i>Valid</i>
I often participate in bazaar events because I always benefit from the sales.	0,602	0,361	<i>Valid</i>
I regularly participate in bazaar events to introduce my products/brand to consumers.	0,627	0,361	<i>Valid</i>
The habit of participating in bazaar events is part of my marketing strategy.	0,790	0,361	<i>Valid</i>
Participating in bazaar events has become part of my regular (monthly/annual) agenda.	0,792	0,361	<i>Valid</i>
I participate in various bazaar events to maintain the existence of my business.	0,715	0,361	<i>Valid</i>
I believe that purchasing a booth at the Vinkoo Jakarta Fest event is worth recommending to other tenants who want to market their products.	0,681	0,361	<i>Valid</i>
I will share my positive experience of purchasing a booth with my business community.	0,754	0,361	<i>Valid</i>
I am satisfied with my purchase of a booth at the Vinkoo Jakarta Fest event and will recommend it to my friends.	0,649	0,361	<i>Valid</i>
I am willing to share information if anyone asks about the procedure for purchasing a booth at the Vinkoo Jakarta Fest event.	0,573	0,361	<i>Valid</i>
I would definitely recommend purchasing a booth at the Vinkoo Jakarta Fest event to new businesses.	0,473	0,361	<i>Valid</i>
I would like to purchase a booth again at the Vinkoo Jakarta Fest event.	0,521	0,361	<i>Valid</i>
I am satisfied and would like to purchase a booth at the next Vinkoo Jakarta Fest event.	0,688	0,361	<i>Valid</i>
Participating as a tenant in the Vinkoo Jakarta Fest event will become a regular part of my business agenda.	0,595	0,361	<i>Valid</i>

I will participate again as a tenant because my previous sales results were good.	0,796	0,361	<i>Valid</i>
I would definitely buy a booth again if the Vinkoo Jakarta Fest event is held again.	0,698	0,361	<i>Valid</i>

Source: Data processed by SPSS, 2025

### Reliability Test

Reliability testing was only conducted on items that had been declared valid. The reliability test results are as follows:

No	Variabel	Crobbach Alpha Value	Cronbach Alpha Condition	Description
1.	Brand Image (X1)	0,890	>0,60	Reliabel
2.	Price (X2)	0,949	>0,60	Reliabel
3.	Purchase Decision (Y)	0,926	>0,60	Reliabel

Source: Data processed by SPSS, 2025

Based on reliability testing using Cronbach's Alpha, all research variables were found to be reliable because Cronbach's Alpha >0.60. The results of this study indicate that the measurement tools used in this study have met the reliability test.

### Uji Normalitas

#### *Uji Kolmogorov-Smirnov*

The guidelines for decision making in the normal distribution data range using the Kolmogorov-Smirnov test can be seen from:

- If the significance value is > 0.05 then the distribution of the regression model is normal
- If the significance value is < 0.05, then the distribution of the regression model is not Normal

### Normality Test Table

<i>One-Sample Kolmogorov-Smirnov Test</i>		
		<i>Unstandardized Residual</i>
N		100
<i>Normal Parameters<sup>a,b</sup></i>	<i>Mean</i>	,0000000
	<i>Std. Deviation</i>	7,11229073
<i>Most Extreme Differences</i>	<i>Absolute</i>	,077
	<i>Positive</i>	,077
	<i>Negative</i>	-,070
<i>Test Statistic</i>		,077
<i>Asymp. Sig. (2-tailed)</i>		,150 <sup>c,d</sup>
<i>a. Test distribution is Normal.</i>		
<i>b. Calculated from data.</i>		
<i>c. Lilliefors Significance Correction.</i>		

Source: Data processed by SPSS, 2025

The data above shows that the Asymp. Sig. (2-tailed) value is 0.150, which means that the significance value is greater than 0.05, so the research data is normally distributed and meets the assumptions of normality testing.



## Histogram Analysis Test

Histogram analysis is used to see if the data distribution is normal. The data distribution can be said to be normal if the histogram is bell-shaped.

The Following are the results of the histogram analysis:

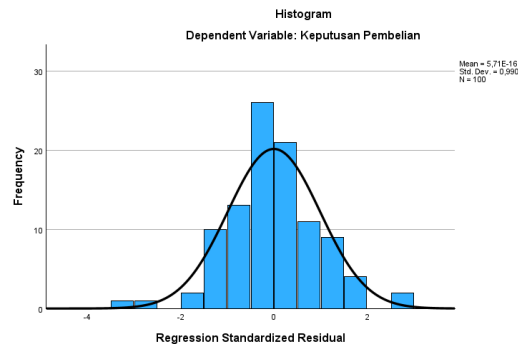


Image of Histogram Analysis Test Results

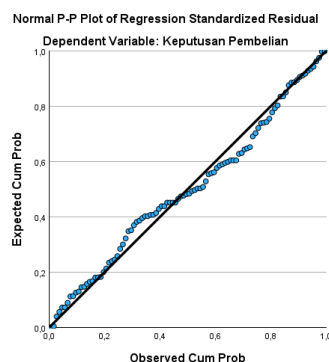
Source: Data processed by SPSS, 2025

Based on the figure above, it can be seen that the histogram graph forms a bell curve and does not curve to the left or right, which means that the peak is exactly at point 0. Therefore, this indicates that the variables in this study are normally distributed.

## P-Plot Graph Analysis Test

P-Plot Graph Analysis is performed by observing the distribution pattern of the P-Plot curve and comparing it with the cumulative distribution and normal distribution. The normal distribution will form a straight diagonal line. If the residual data is normal, then the line describing the actual data will follow the diagonal line.

The following are the results of the P-Plot graphical analysis test.



Graphical Analysis Test Results P-Plot

Source: Data processed by SPSS, 2025

Based on the image above, it can be seen that the normal probability plot graph tends to follow a diagonal line. This indicates that the data distribution is normal and in accordance with the assumptions of normality testing.

### b. T Test

The t-test is conducted to examine whether each independent variable partially has a significant effect on the dependent variable. The criteria for determining whether there is an effect between the independent variables and the dependent variable are as follows:

- a. Significant value  $< 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted
- b. Significant Value  $> 0,05$ , then  $H_0$  is accepted and  $H_a$  is rejected
- c. Calculated  $t_{\text{value}} > t_{\text{table}}$

The Following is a table of t-test results:

<i>Coefficients<sup>a</sup></i>						
	Model	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	t	Sig.
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	17,664	5,863		3,013	,003
	Brand Image	,463	,151	,292	3,069	,003
	Price	,647	,108	,572	6,014	,001

a. Dependent Variable: Purchase Decision

Source: Data processed by SPSS, 2025

Based on the table above, it can be seen that:

- a. Based on the results of the partial test (t-test) in the table above, it is known that the variable Brand Image ( $X_1$ ) has a t-value greater than the t-table, which is 3.069 greater than 1.984 with a significance level of 0.003, which is smaller than the significance value of 0.05. This means that Brand Image ( $X_1$ ) has a positive and significant effect on Purchase Decision (Y). Thus, it is concluded that the first hypothesis ( $H_{01}$ ) is rejected and ( $H_{a1}$ ) is accepted.
- b. Based on the results of the partial test (t-test) in the table above, it is known that the variable Price ( $X_2$ ) has a t-value greater than the t-table, which is 6.014 greater than 1.984 with a significance level of .001, which is less than the significance value of 0.05. This means that Price ( $X_2$ ) has a positive and significant effect on Purchase Decision (Y). Thus, it is concluded that the first hypothesis ( $H_{02}$ ) is rejected and ( $H_{a2}$ ) is accepted.

### Coefficient Determination Test ( $R^2$ )

The coefficient of determination test aims to measure how well the model explains the dependent variable, both partially and simultaneously. A coefficient of determination value close to 1 indicates a strong regression model because almost all variables used are able to explain the variation in the dependent variable.

The following are the results of the coefficient of determination test:

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,824 <sup>a</sup>	,679	,672	7,185

a. Predictors: (Constant), Brand Image, Price

b. Dependent Variable: Purchase Decision

Source: Data processed by SPSS, 2025

Based on Table 4.17 above, the value of the coefficient of determination or Adjusted R square shows that the relationship between the Brand Image ( $X_1$ ) and Price ( $X_2$ ) variables on the Purchase Decision ( $Y$ ) has a relationship of 0.672, which means 67.2%. This value can be interpreted as meaning that the variables studied influence the Purchase Decision by 67.2%, while the remaining 32.8% can be explained by other variables not studied in this research.

## DISCUSSION OF RESEARCH RESULTS

### a. The Influence of Brand Image on Booth Purchase Decisions at the Vinkoo Jakarta Fest 2025 event in Medan

The results of the partial test show that Brand Image ( $X_1$ ) has a positive and significant effect on Purchase Decision ( $Y$ ). The results of the t-test show a t-value of  $3.069 > t$ -table value of 1.984 with a significance level of 0.003, which is smaller than alpha 0.05, indicating that  $H_{01}$  is rejected and  $H_{a1}$  is accepted. This means that, partially, the brand image variable has a positive and significant effect on purchasing decisions. This finding is also supported by (Rizki, 2020) in his study entitled "The Influence of Brand Image and Price on Perfume Purchasing Decisions in Banda Aceh," which states that brand image has a positive and significant influence on purchasing decisions.

### b. The Influence of Price on Booth Purchase Decisions at the Vinkoo Jakarta Fest 2025 Event in Medan

Based on the results of the study, the Price variable ( $X_2$ ) has a significant effect on the Purchase Decision variable ( $Y$ ). The results were obtained from a t-test, which yielded a t-value of  $6.014 > t$ -table value of 1.984 with a significance level of 0.001, which is less than Alpha 0.05, indicating that  $H_{02}$  is rejected and  $H_{a2}$  is accepted. This means that, partially, the price variable has a positive and significant effect on the Purchase Decision. This finding is also supported by (Khoirah, 2019) in her study entitled "The Effect of Price on Purchasing Decisions at the 2019 Inacraft Event Stand at PT Mediatama Binakreasi Jakarta," which found that price has a positive and significant effect on purchasing decisions.

### c. The Influence of Brand Image and Price on Booth Purchase Decisions at the Vinkoo Jakarta Fest 2025 Event in Medan

The results show that simultaneously or together, the independent variables (Brand Image and Price) have a positive and significant effect on the decision to purchase a booth at the Vinkoo Jakarta Fest 2025 event in Medan. Therefore, it can be concluded that  $H_{03}$  is rejected and  $H_{a3}$  is accepted.

This is also supported by the results of multiple linear regression analysis, which shows that the coefficient of determination ( $R^2$ ) is 0.672, indicating that the relationship between the independent variables, namely Brand Image ( $X_1$ ) and Price ( $X_2$ ), and the dependent variable, namely Purchase Decision ( $Y$ ), is 67.2%. Therefore, it can be concluded that 67.2% of Brand Image and Price have an influence on the Booth Purchase Decision at the Vinkoo Jakarta Fest 2025 Event in Medan. The remaining 32.8% are other variables that were not examined in this study. These test results are thought to reinforce that the two independent variables in this study, namely brand image and price, have a significant influence in determining the booth purchase decision of tenants.

## CONCLUSION

Based on the results of research and discussion conducted on the Influence of Brand Image and Price on Booth Purchase Decisions at the Vinkoo Jakarta Fest 2025 Event in Medan, it can be concluded that Brand Image and Price partially have a positive and significant influence on Booth Purchase Decisions at the Vinkoo Jakarta Fest 2025 Event in Medan, and Brand Image and Price influence the Purchase Decision at the Vinkoo Jakarta Fest 2025 Event in Medan by 0.672 or 67.2%, while the remaining 32.8% is influenced by other variables not examined in this study, such as company reputation, promotion, and service quality.

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