

ABSTRAK

PENGARUH LOKASI, BRAND IMAGE, DAN EXPERIENTIAL MARKETING TERHADAP KEPUTUSAN PEMBELIAN

Studi pada Saoto Bathok Mbah Katro Yogyakarta

Clara Vani Kurnia Sari
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini memiliki tujuan untuk mengetahui pengaruh: (1) lokasi, *brand image*, dan *experiential marketing* secara simultan terhadap keputusan pembelian, (2) lokasi terhadap keputusan pembelian, (3) *brand image* terhadap keputusan pembelian, (4) *experiential marketing* terhadap keputusan pembelian di Saoto Bathok Mbah Katro Yogyakarta. Populasi dalam penelitian ini yaitu konsumen Saoto Bathok Mbah Katro Yogyakarta. Pengambilan sampel menggunakan teknik *purposive sampling* dengan membagikan kuesioner kepada 110 responden. Teknik analisis data dalam penelitian ini menggunakan teknik analisis deskriptif, uji asumsi klasik, dan analisis linear berganda dengan bantuan program SPSS 25. Hasil dari penelitian ini menunjukkan bahwa (1) lokasi, *brand image*, dan *experiential marketing* secara simultan berpengaruh terhadap keputusan pembelian, (2) lokasi berpengaruh terhadap keputusan pembelian, (3) *brand image* tidak berpengaruh terhadap keputusan pembelian, (4) *experiential marketing* berpengaruh terhadap keputusan pembelian.

Kata Kunci: Lokasi, Brand Image, Experiential Marketing, Keputusan Pembelian

ABSTRACT

**THE EFFECT OF LOCATION, BRAND IMAGE, AND EXPERIENTIAL
MARKETING TOWARDS PURCHASE DECISION**

A Study at Saoto Bathok Mbah Katro Yogyakarta

Clara Vani Kurnia Sari
Universitas Sanata Dharma
Yogyakarta
2022

This study aims to determine the effect of: (1) location, brand image, and experiential marketing simultaneously on purchasing decisions, (2) location on purchasing decisions, (3) brand image on purchasing decisions, (4) experiential marketing on purchasing decisions at Saoto Bathok Mbah Katro Yogyakarta. The population in this study is the consumers of Saoto Bathok Mbah Katro Yogyakarta. The sample was selected using a purposive sampling technique by distributing questionnaires to 110 respondents. The data were analyzed using descriptive analysis techniques, classical assumption tests, and multiple linear analysis with SPSS 25 program. The results indicate that (1) location, brand image, and experiential marketing simultaneously affect purchasing decisions, (2) location has an effect on purchasing decisions, (3) brand image has no effect on purchasing decisions, (4) experiential marketing has an effect on purchasing decisions.

Keywords: *Location, Brand Image, Experiential Marketing, Purchase Decision*