

THE EFFECT OF LOCATION, BRAND IMAGE, AND EXPERIENTIAL MARKETING TOWARDS PURCHASE DECISION AT SOTO BATHOK MBAH KATRO YOGYAKARTA

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ABSTRACT

Purpose: This research 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 Soto Bathok Mbah Katro Yogyakarta. **Methods:** Quantitative method, the population in this study is the consumers of Soto Bathok Mbah Katro Yogyakarta. The sample was selected using a purposive sampling technique by distributing questionnaires to 110 respondents. **Analysis data:** The data were analyzed using descriptive analysis techniques, classical assumption tests, and multiple linear analysis with SPSS 25 programs. **Result and discussions:** 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

INTRODUCTION

The time development is so rapid in the midst of increasing community needs, making the culinary industry a prima donna for entrepreneurs to take advantage of a business opportunity choice. Entrepreneurs must be good at making marketing strategies to attract consumers so they want to buy the products offered and are able to achieve maximum profits. One of the culinary tourism businesses that is quite in demand is soto food stall which is one of the typical types of food owned by Indonesia. Almost every region in Indonesia has a soto food stall with its own characteristics, one of which is in Yogyakarta. This Soto culinary tour has also become one of the destinations for culinary connoisseurs and travelers when traveling to this city. Culinary tourism is increasingly mushrooming, especially the culinary soto food stalls type located in the province of Yogyakarta is now creating new competition for Soto Bathok Mbah Katro stall businesses. This soto stall is also

one of the culinary tourism destinations with a traditional rustic feel supported by the atmosphere of rice fields, traditional interiors, and facilities that really support the creation of a distinctive soto restaurant atmosphere.

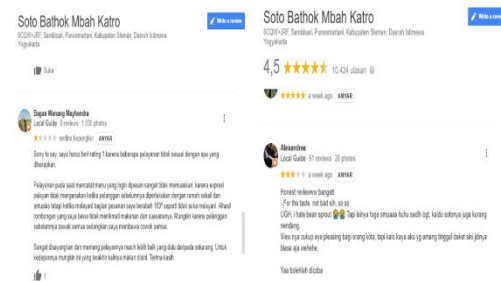


Figure 1 Consumer Reviews
(Consumer review of Soto Bathok Mbah Katro Yogyakarta. Source: Google Review. Accessed October 15, 2021)

Consumer demand is also increasingly dynamic, based on a review in Figure 1 conducted by consumers in mid-October 2021, consumers complain about the taste of soto which tends to be ordinary and the service is unsatisfactory. In

addition, based on other reviews, consumer complaints are dominated by taste, decreased quality of soup, and unsatisfactory service. The existence of criticism from consumers, of course, becomes input for the company so that it can continue to seek maximum steps so that consumers continue to buy company products.

In a purchase decision, according to Kotler & Armstrong (2016, p. 167) consumer purchasing decisions can be influenced by several inherent elements, namely: cultural circumstances, social, personal, and psychological life. In this case, Soto Mbah Katro's consumers in particular come from various different backgrounds which involve a series of processes in making purchasing decisions. According to Kotler & Armstrong (2016, p. 183) a series of purchasing decision processes is carried out through 5 stages, namely problem recognition (need recognition), information search, evaluation of alternatives, and purchase decisions, and post-purchase behavior. Referring to consumer purchasing decisions, the location factor is quite important for marketers, especially in the culinary service industry. According to Kotler & Armstrong (2018, p. 404), there are three keys to the success of a retail business, namely "location, location, and location". According to Kotler & Armstrong (2018, p. 78), location is an activity carried out by a company to produce goods or provide services available to the target audience. Soto Bathok Mbah Katro being one of the businesses engaged in the service industry, of course, must consider the location of the place of business because location is one of the considerations for consumers when they decide to buy a product.

However, the culinary business became known by owning a brand. Soto Bathok Mbah Katro is one of the famous culinary brands in the ears of the public, also for culinary connoisseurs, and travelers when visiting Yogyakarta. In Kotler &

Keller (2009, p. 268), brand image is defined as perceptions and beliefs held by consumers, and embedded in consumers' memories. According to Kotler & Armstrong (2018, p. 337), brand image refers to the memory of a brand, the interpretation of a product attribute, benefits, use, and also the characteristics of marketing. The existence of a brand image that is increasingly embedded in the minds of consumers will foster perceptions of the company's products so that it will influence consumers in deciding to buy the product. Soto Bathok Mbah Katro must also strive for an experience for its consumers to be different from other competitors, so that the company's products or values can be well received by consumers through the experience they receive. According to Andreani (2007) experiential marketing is a real experience of brands, products, services that can be applied to increase sales.

Based on previous research by Rahayu (2018), the location variable shows a significant influence on purchasing decisions. The result is different from other studies conducted by Hardiansyah et al. (2019) which showed that the location variable had a negative and insignificant effect on purchasing decisions. Then according to another study conducted by Puspitasari et al. (2018) the location variable has the most dominant influence compared to the brand image variable, although both have a positive effect on purchasing decisions.

Subsequent research conducted by Magdalena and Winardi (2020), brand image has a significant influence on purchasing decisions, while research conducted by Akbar (2019) brand image has a negative effect on purchasing decisions.

In another study conducted by Tantowi and Pratomo (2020), experiential marketing has a positive and significant influence on purchasing decisions. However, further research conducted by Panjaitan et al. (2020), the 'think' indicator

in experiential marketing has a negative effect on purchasing decisions. The problem raised in this study is that the researchers found the problems experienced by consumers related to several complaints based on the quality of the Soto products, the services applied, and the less strategic business location far from the city center, which was conveyed in consumer reviews. Furthermore, the problem of this research is to determine: the effect of location, brand image, and experiential marketing on consumer purchasing decisions simultaneously and partially.

THEORETICAL BASIS

According to Kotler and Keller (2016, p. 27), marketing is identifying and meeting human needs and social aspects. According to Kotler & Armstrong (2018, p. 34), marketing management can be interpreted as an art and science in choosing target markets to be able to get, retain, and grow customers through the creation, delivery, and creation of superior customer value communications. In an orientation, marketing management then seeks to design strategies that are able to engage customers which then build mutually beneficial relationships with the company. According to Tjiptono (2015, p. 24) service marketing is a form of activity, benefit, or satisfaction offered.

Location

According to Kotler & Keller (2016, p. 155) there are three keys to retail success, namely location, location, and location. According to Swastha (2002, p. 24) location can be interpreted as a place where business or business activities are carried out. The location variable indicator, according to Tjiptono (2019, p. 72) in choosing a place or business location, companies need to consider the following factors:

1. Access, in this case what is meant is the location or existence of a place of business that can be passed or is easily

accessible by public transportation facilities.

2. Visibility, namely the state of the location or place of business can be observed or clearly visible from the size of the general viewing distance.
3. *Traffic*, can be interpreted as a condition where a number of people can pass by, giving rise to a high chance that impulsive buying can occur, that is, without spontaneous planning, consumers make purchasing decisions. However, congested traffic conditions can then cause obstacles.
4. Parking space, which is meant is the provision of an easy, spacious, comfortable, and safe parking space, both for two-wheeled or four-wheeled vehicles.
5. Expansion, i.e. the location of the business has the availability of a large enough space for business expansion in the future.
6. Environment, namely the environmental conditions of the area around the business that provide support for the establishment of the company.
7. Competition, namely the company needs to observe the presence of competitors' locations on the same street or in the same area, then be taken into consideration.
8. Government regulations, in this case, for example, are the implementation of special provisions that prohibit a type of business from being close to a certain location.

Brand Image

According to Kotler and Keller (2009, p. 268) brand image is defined as an embedded consumer memory that previously came from perceptions or beliefs held by consumers. According to Kotler & Armstrong (2016, p. 195) purchasing decisions are decisions by buyers about which brand to buy. Indicators in the brand image variable, according to Aaker and Biel (2009, p. 320), there are 3

components in forming a brand image, namely:

1. Image maker (corporate image)

It is a series of associations in consumer perceptions of companies that offer/make products and services.

2. User image (user image)

It is a series of associations in consumer perceptions of those who wear or use products or services, which can include the image of the user, lifestyle conditions, personality, and scope of social status.

3. Product image (product image)

It is a series of consumer perceptions of the product, which can include elements or attributes of the product, perceived usefulness, use, and warranty.

Experiential Marketing

According to Andreani (2007) experiential marketing is information and opportunities provided to customers with the aim of gaining experience with the benefits derived from these products or services, but also evoking emotions and feelings which will then have an impact on marketing and sales. Experiential marketing indicators are:

1. Five senses (sense)

It is meant to create sensory experiences, through the five senses such as the sense of sight, the sense of touch, the sense of taste, and the sense of smell. In this case the marketing concept is used to differentiate products and companies, encourage customer motivation, and increase product value.

2. Feeling (feel)

In this concept, marketing is carried out on the basis of experience that comes from a strong mood and emotional side in an affective manner to attract customers.

3. Mindset (think)

In this concept, marketing is designed to attract customers with cognitive experience activities that involve customers.

4. Action

In this concept, marketing can enrich the lives of customers by engaging their

physical experiences.

5. Relationship (relate)

In this concept, marketing is designed to contain aspects that include: reason, feeling, thinking, and acting. In this concept marketing through personal feelings so as to connect the individual with himself, other people, or culture.

Purchase Decision

According to Mothersbaugh & Hawkins (2016, p. 498), purchasing decisions can be interpreted as an individual description of the properties of a number of products, brands, and services that are evaluated rationally and carefully. According to Kotler & Armstrong (2016, p. 195), purchasing decisions are decisions by buyers about which brand to buy.

According to Kotler and Keller (2016, p. 195) there are 5 stages of consumers making purchasing decisions. The following are 5 consumer processes in making purchasing decisions:

1. Analyze needs and wants

In the early stages, consumers are aware of their problems or needs that can be sourced from stimulus impulses, either internally or externally. Examples of internal stimuli such as hunger and thirst, while examples of external stimuli such as when someone sees an advertisement to go on vacation, which can then inspire the person's mind to make a purchase.

2. Searching for information

At the second level, consumers are more receptive to finding out information about a product, so marketers must understand what consumers are looking for. The grouping of consumer information sources can be based on: personal, commercial, public, and experience.

3. Evaluating alternatives

In this process the consumer sets a purchase goal and then makes an assessment or it can be a selection of alternative choices on the basis of the needs that are the purpose of the purchase. Then it can then meet the needs or desires of consumers.

4. Buying decision

After the stages are done, the consumer must decide whether to buy or not. If consumers decide to buy, then consumers make purchasing decisions regarding the type of product, brand, quantity, time of purchase, method of payment.

5. Post-purchase behavior

At this stage there is a possibility if the consumer feels a discrepancy after making a purchase. So consumers must reduce other desires after purchase, such as reducing the desire to see advertisements for other products that are not purchased, or consumers must also spend more time making evaluations before buying goods again. To reduce the discrepancy, the company can act by suppressing certain aspects or services of its products.

Purchasing decision indicators According to Kotler and Keller (2016, p. 187), consumer purchasing decisions can be determined by 6 indicators, namely:

1. Product selection

In making purchasing decisions, consumers will choose products of value. Companies must understand what products are needed and wanted by consumers.

2. Brand choice

Consumers determine the brand to be purchased, because each product has a different brand and characteristics. Companies must understand how consumers choose a brand.

3. Purchase channel selection (dealer choice)

In making purchasing decisions, consumers will look for providers they will go to. Consumers can be influenced by factors such as: the presence of a close location, a low price, available complete goods, convenience, and flexibility of place.

4. Amount of purchase (purchase amount)

Consumers can buy more than one product, so the company must provide a number of products in accordance with the wishes or needs purchased by consumers.

Location, brand image, and experiential marketing are factors that are quite a consideration for marketers, especially to develop strategies that are as attractive as possible for consumers. The choice of a culinary business location that is far away with accessibility will encourage consumers to look for alternative culinary locations that are easily accessible, so that consumers will have a tendency to buy products with easily accessible culinary locations. A positive brand image that has been embedded in the minds of consumers becomes a marker for consumers to easily remember and attract consumers to buy business products with the image they have. Experiential marketing is a special experience that can leave a trail of emotions and feelings for consumers when they want to buy a company product.

HYPOTHESES

The existence of the location is a very important factor in determining the existence of the place where the business will stand. According to Tjiptono (2019, p. 172), there are at least 8 considerations in site selection, namely: access, visibility, traffic, parking, expansion, environment, competition, and government regulations. The importance of knowing these various considerations in determining the location of the business, marketers need to pay close attention to the location of the business which will influence the purchasing decisions of consumers, the existence of a location that is close and easily accessible to the target market will encourage consumers to buy the products offered by the company. According to research conducted by Rahayu (2018), Puspitasari et al. (2018), and Wijayanti et al. (2021) location has a positive and significant effect on purchasing decisions.

According to Kotler and Keller (2013, p. 77), building a positive brand image requires a marketing design that brings together strong, profitable, and unique associations to brand memory. Brand image must be attached positively in

the minds of consumers so that consumers can easily distinguish between the company's products/services so as to encourage consumers to buy the company's products/services.

Research conducted by Puspitasari et al. (2018), Magdalena and Winardi (2020), Setiawan (2013) shows that brand image has a positive and significant effect on purchasing decisions.

According to Mothersbaugh & Hawkins (2016, p. 11) the experience created by the company will create an unforgettable event for customers. The customer experience that ensues will create a memory in the minds of consumers. This experience will then continue to reside in the mind of a person who has been involved in the emotional, physical, intellectual, and spiritual levels. The existence of the experience offered will then encourage consumers to decide to purchase a product. According to research conducted by Tantowi and Pratomo (2020), Franto (2018), Budiarto and Pancaningrum (2019), experiential marketing has an effect on consumer purchasing decisions.

According to Kotler & Armstrong (2016, p. 195), purchasing decisions are decisions by buyers about which brand to buy.

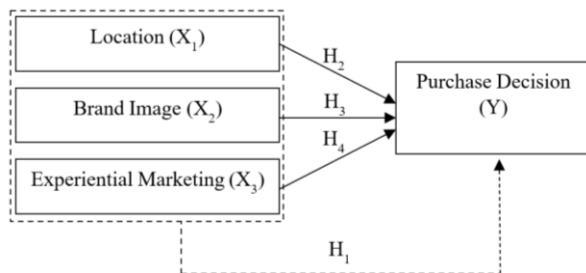


Figure 2. Research Conceptual Framework
H1: Location, brand image, and experiential marketing have simultaneous effect on purchasing decisions.

H2: Location has an effect on purchasing decisions.

H3: Brand image affects purchasing decisions

H4: Experiential marketing has an effect on purchasing decisions

METHOD

In this study, the research type used is quantitative research. The research location is Soto Bathok Mbah Katro Yogyakarta, which has its address at Sambisari, Purwomartani, Kalasan, Sleman, Special Region of Yogyakarta on January 2022 - February 2022. The population were consumers of Soto Bathok Mbah Katro Yogyakarta. The population is unknown and the researcher decided to use a sample of 110 respondents. The research used purposive sampling method, the respondent criteria are consumers who have visited and bought products at Soto Bathok Mbah Katro Yogyakarta, and domiciled in Java Island with an age range of 15-60 years.

The independent variables used in this study are location (X1), brand image (X2), and experiential marketing (X3). The dependent variable used in this study is the purchase decision (Y). In this study, primary data were obtained by using interviews with company owners and filling out questionnaires to consumers who had visited and made purchasing decisions at Soto Bathok Mbah Katro Yogyakarta.

The following is a table of statements of location variables, brand image, experiential marketing, and purchasing decisions.

Table 1. Statement of Location Variable

LOCATION	
Indicator	Statement
Visibility	The location of Soto Bathok Mbah Katro is easily accessible by private/public transportation.
Parking lot	Soto Bathok Mbah Katro provides a large, comfortable, safe, easy-to-reach parking space for both two-wheelers and four-wheelers.
Expansion	Soto Bathok Mbah Katro has a large place of business.
Environment	The environmental conditions around Soto Bathok Mbah Katro support the existence of a place of business.
Competition	Soto Bathok Mbah Katro can compete with other soto stalls in the vicinity.
Government regulations	The presence of Soto Bathok Mbah Katro does not interfere with comfort

Table 2. Statement of Brand Image Variable

BRAND IMAGE	
Indicator	Statement
Corporate Image	The name Soto Bathok Mbah Katro is easy to remember. Soto Bathok Mbah Katro is famous for its soto culinary places.
User Image	Visitors to Soto Bathok Mbah Katro were polite and orderly. The presence of visitors to Soto Bathok Mbah Katro did not interfere with my comfort while eating at Soto Bathok Mbah Katro.
Product Image	Soto Bathok Mbah Katro offers food and drinks according to my expectations. Soto Bathok Mbah Katro offers unique/different characteristics from other soto products.

Table 3. Statement of Experiential Marketing Variable

EXPERIENTIAL MARKETING	
Indicators	Statement
Sense	Soto Bathok Mbah Katro's products have a delicious taste. The interior and atmosphere of Soto Bathok Mbah Katro has an interesting design/architecture.
Feel	Soto Bathok Mbah Katro's service is satisfactory. Visiting Soto Bathok Mbah Katro raised my mood while eating.
Think	I think that the quality of Soto Bathok Mbah Katro's products can be trusted. I think Soto Bathok Mbah Katro is trying to provide a unique experience.
Act	The presence of Soto Bathok Mbah Katro made me curious to try.
Relate	I get a good relationship between customers and employees of Soto Bathok Mbah Katro.

Table 4. Statement of Purchase Decision Variable

PURCHASE DECISION	
Indicator	Statement
Product selection	I decided to buy Saoto Bathok Mbah Katro products according to my wishes and needs. I decided to buy the Saoto Bathok Mbah Katro product because it was my first choice.
Brand selection	I decided to buy Saoto Bathok products because I believe in the packaging/cutlery used. I decided to buy at Saoto Bathok Mbah Katro compared to other soto stalls.
Purchase channel selection	I decided to buy at Saoto Bathok Mbah Katro because the products offered were complete.
Purchase amount	I decided to buy more than 1 product at Saoto Bathok Mbah Katro in one purchase.
Time of purchase	I decided to come buy products at Saoto Bathok Mbah Katro at a certain time.
Payment method	I decided to pay the bill after finishing my meal in cash at the cashier.

In this study, the secondary data sources used were from the internet, documentation, books, scientific literature, and other sources that were used as

reference materials to complete this research.

In this study using a Likert scale, in compiling instrument items using statements or questions compiled on indicators of predetermined variables. This scale is included in the ordinal measurement scale which in the questionnaire has options with a rating form that has a certain meaning.

Table 5. Likert Skala Scale

Likert Scale Table		
Measurement Scale	Information	Code
1	Strongly Disagree	STS
2	Don't agree	TS
3	Agree	S
4	Strongly agree	SS

RESULTS AND DISCUSSION

The overall statement item variable Location, Brand Image, Experiential Marketing, and Purchase Decision has a value of r count $>$ r table so that the statement item can be declared valid so that the instrument can produce valid data. In the reliability test, the results show that the overall statement item variable Location, Brand Image, Experiential Marketing, and Purchase Decision has a Cronbach Alpha value above 0.60 which can produce reliable data.

Respondents Descriptive Analysis

Respondents in this study were dominated by female respondents with a percentage of 64%, the majority of respondents aged between 15-22 years or 43.6%. The characteristics of respondents based on the type of work are dominated by students with a percentage of 44.5%, the number of respondents' income is dominated by the amount of pocket money/income less than Rp1,499,000 per month or 34.5%, and distribution based on the domicile of the respondents is dominated by respondents with domicile in the Province of the Special Region of Yogyakarta by 60%.

Variable Descriptive Analysis

Variable descriptive analysis was conducted to determine the mean value of each variable, namely the location variable, brand image, experiential marketing, and purchasing decisions.

Table 6. Descriptive Analysis of Variables
Category Class Interval

Interval Class	Location	Brand Image	Experiential Marketing	Purchase Decision
1.00-1.75	Very Incompatible	Very Incompatible	Very Incompatible	Very Not Sure to Make a Purchase Decision
1.76-2.50	It is not in accordance with	It is not in accordance with	It is not in accordance with	Not Sure to Make a Purchase Decision
2.51-3.25	In accordance	In accordance	In accordance	Convinced to Make a Purchase Decision
3.26-4.00	Very Appropriate	Very Appropriate	Very Appropriate	Very Confident to Make a Purchase Decision

Classic assumption test

Table 7. Normality Test

Unstandardized Residual	N	Kolmogorov-Smirnov	Asymp. Sig. (2-tailed)	Sig. *Critical	Distribution Test
	110	1,40825911	0,200 ^a	0,05	Normal

Based on the data in the table above, it is explained that the Asimp.Sig value is $0.200 > 0.05$. So from these results it can be seen that the data in this study is normally distributed

Table 8. Multicollinearity Test

Independent Variable	Tolerance	VIF Value	VIF *Critical	Information
Location	0,510	1,961	10	there is no multicollinearity
Brand Image	0,604	1,656	10	there is no multicollinearity
Experiential Marketing	0,450	2,221	10	there is no multicollinearity

Dependent Variable: Purchase Decision

Based on the data in the table above, the tolerance value of the location variable is 0.510, the brand image variable is 0.604, and the experiential marketing variable is 0.450. The VIF value of each variable, namely the location variable is 1.961, the brand image variable is 0.604, and the experiential marketing variable is 0.450. So the correlation between the independent variables does not show multicollinearity because the VIF value is < 10.00 and the tolerance value is > 0.10 .

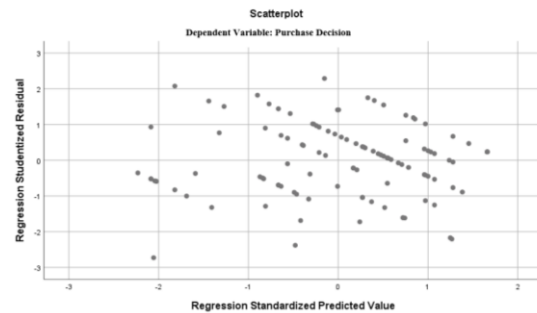


Figure 3. Heteroscedasticity Test

It is known that if the pattern of irregular dots spreads above and below the number 0 on the Y axis, and is not in the form of a wave, it can be concluded that the regression model in this study does not occur heteroscedasticity.

Table 9. Linearity Test

Variable	Sig
Location	0.073
Brand Image	0.679
Experiential Marketing	0.152

Dependent Variable: Purchase Decision

Each variable has a significance value > 0.05 , where the location variable is $0.073 > 0.05$, the brand image variable is $0.679 > 0.05$, and the experiential marketing variable is $0.152 > 0.05$. This means that all independent variables, namely location, brand image, and experiential marketing have a linear relationship to the dependent variable, namely purchasing decisions.

Multiple linear regression analysis

This analysis is used to measure the influence of location, brand image, and experiential marketing on purchasing decision.

Table 10. Multiple linear regression analysis

Independent variable	Unstandardized Coefficient		t	Sig
	B	Std.Error		
(Constant)	4.639		2.201	0.030
Location	0.294	0.317	3.286	0.001
Brand Image	0.063	0.052	0.586	0.559
Experiential Marketing	0.373	0.414	4.037	0.000

Dependent Variable: Purchase decision

The multiple linier regression equation is
 $Y = 4.639 + 0.294 X_1 + 0.063X_2 + 0.373 X_3 + e$

Hypothesis test

Table 11. F test

Model		F	Sig.
1	Regression	35,006	0,000 ^b
	Residual		
	Total		

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Experiential Marketing, Brand Image, Location

The calculated F value is $35.006 > 2.69$, then H_A is accepted and H_0 is rejected, so that the variables of location, brand image, and experiential marketing simultaneously affect purchasing decisions.

Table 12. t test

Model		t	Sig.
1	(Constant)	2.201	0.030
	Location	3.286	0.001
	Brand Image	0.586	0.559
	Experiential Marketing	4.037	0.000

Dependent Variable: Purchase decision

- The location variable has a t-count value of $3.286 > 1.982$ t-table value. So the conclusion is H_0 is rejected and H_A is accepted, this means that location partially has an influence on purchasing decisions.
- The brand image variable has a t-count value of $0.586 < 1.982$, the t-table value. So the conclusion is H_0 is accepted and H_A is rejected, this means that brand image partially has no influence on purchasing decisions.
- The experiential marketing variable has a t-value of $4.037 > 1.982$, the t-table value. So the conclusion is H_0 is rejected and H_A is accepted, this means that experiential marketing partially has an influence on purchasing decisions.

Table 13. Coefficient of Determination

Model	R	R Square	Adjusted R Square	ESD. Error of the Estimate
1	0.752 ^a	0.565	0.533	1.415

a. Predictors: (Constant), Experiential Marketing, Brand Image, Location

The coefficient of determination is 0.553 or 55.3%. This can be interpreted that 55.3% of the variation of changes in purchasing decisions is explained by location variables, brand image, and experiential marketing,

while the remaining 44.7% is influenced by other variables not examined in this study.

Discussion

1. The Influence of Location, Brand Image, and Experiential Marketing on Purchase Decisions

The results of this study indicate that the calculated F value is $35.006 > 2.69$ (F table), it can be concluded if H_A is accepted and H_0 is rejected so that location, brand image, and experiential marketing have a simultaneous effect on purchasing decisions at Soto Bathok Mbah Katro Yogyakarta. This means that the more appropriate the location, the more appropriate the brand image, and the more appropriate the experiential marketing, the more confident consumers will be to make purchasing decisions at Soto Bathok Mbah Katro Yogyakarta. This is supported by the statement of the location variable with the highest mean value (3.65), namely "Environmental conditions around Soto Bathok Mbah Katro support the existence of a business location", the statement with the highest mean value (3.68) on the brand image variable, namely "Soto Bathok Mbah Katro is famous for its soto culinary places", a statement on the experiential marketing variable with the highest mean (3.68) "Visiting at Soto Bathok Mbah Katro raises my mood while eating". The existence of a location that is supported by the surrounding environment and competitive advantage compared to the surrounding soto stalls, experiential marketing shown in terms of service and a unique experience makes consumers more confident to make purchasing decisions at Soto Bathok.

2. The Influence of Location on Purchase Decisions.

The results of this study indicate the t-count value is $3.286 > 1.982$ (t table value). So it can be concluded that H_0 is rejected and H_A is accepted, this means that the location partially has an influence on purchasing decisions at Soto Bathok Mbah Katro Yogyakarta. This means that the

more suitable the business location, the more confident consumers will be to make a purchase at Soto Bathok Mbah Katro Yogyakarta. The less suitable the business location, the more unsure consumers will make a purchase decision at Soto Bathok Mbah Katro Yogyakarta.

If it is seen from the score of the questionnaire statement items that have the highest mean value (3.65), it is shown in the statement "The environmental conditions around Soto Bathok Mbah Katro support the existence of a business location" and the statement "Soto Bathok can compete with other choices of soto stalls in the vicinity". This is supported by previous studies, namely: Rahayu (2018), Puspitasari et al (2018), and Wijayanti et al. (2021) where location shows a positive and significant influence on purchasing decisions. However, this research is not supported by research conducted by Hardiansyah et al. (2019) where in this study location has a negative and insignificant effect on purchasing decisions

3. The Influence of Brand Image on Purchase Decisions

The brand image variable has a t-count value of $0.586 < 1.982$, the t-table value. So the conclusion is H_0 is accepted and H_A is rejected, this means that brand image partially has no influence on purchasing decisions at Soto Bathok Mbah Katro Yogyakarta. This means that the appropriate or inappropriate brand image will not affect purchasing decisions at Soto Bathok Mbah Katro Yogyakarta. This means that brand image is not the main reason for consumers to make purchases. The researcher also gave questions to several respondents who said that the reason for buying Soto Bathok Mbah Katro Yogyakarta was based on the affordability of the product's price and the existence of environmental factors that encourage consumers to make purchasing decisions. Questionnaire statements cannot be captured by consumers. The results of this study are supported by previous research conducted by Setyani and Prabowo (2020)

showing that brand image has a negative and insignificant effect on purchasing decisions. However, the results of this study are not supported by other studies conducted by Puspitasari et al. (2018), Magdalena and Winardi (2020), Setiawan (2013) which show that in this study brand image shows a significant influence on purchasing decisions.

4. The Effect of Experiential Marketing on Purchase Decisions.

The experiential marketing variable has a t-value of $4.037 > 1.982$, the t-table value. So the conclusion is H_0 is rejected and H_A is accepted, this means that experiential marketing partially has an influence on purchasing decisions. This means that the more appropriate experiential marketing, the more confident consumers will be to make purchases at Soto Bathok Mbah Katro Yogyakarta. The more inconsistent with experiential marketing, the more unsure consumers will make purchasing decisions at Soto Bathok Mbah Katro Yogyakarta. When viewed from the score of the questionnaire statement items that have the highest mean value (3.65), it is shown in the statement "Visiting at Soto Bathok Mbah Katro raises my mood while eating" and the mean value (3.62) is shown in the statement "Services for Soto Bathok Mbah Katro satisfactory", "I think Soto Bathok Mbah Katro is trying to provide a unique experience" so that it can be interpreted that the higher the experiential marketing offered, the higher the influence of consumers in purchasing. This is supported by previous research conducted by Tantowi and Pratomo (2020), Franto (2018), Budiarto and Pancaningrum (2019) where experiential marketing has a positive and significant effect on purchasing decisions.

CONCLUSION

1. Location, brand image, and experiential marketing simultaneously affect purchasing decisions at Soto Bathok Mbah Katro Yogyakarta.

2. Location partially influences purchasing decisions at Soto Bathok Mbah Katro Yogyakarta.
3. *Brand image* partially has no effect on purchasing decisions at Soto Bathok Mbah Katro Yogyakarta.
4. *Experiential marketing* partially influences the purchasing decisions in Soto Bathok Mbah Katro Yogyakarta.

Based on the results of this study, the researcher hopes that further research can develop research with MSME objects such as Soto Bathok Mbah Katro which research is rarely carried out, beside that future researcher can examine other variables that can influence purchasing decisions, such as social media promotions, word of mouth, and consumer trust.

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