

Unique Selling Points Influencing Event Venue Sales at Graha Sarina Vidi Yogyakarta

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Abstract: *Unique Selling Points Influencing Event Venue Sales at Grha Sarina Vidi Yogyakarta. Event venue entrepreneurs or convention center owners need to understand what event organizers consider when choosing a venue. This research examines Innovation Capability, Price, and Venue Atmosphere as unique selling points that are indicated to influence event organizers in choosing a convention center. Based on regression testing conducted on clients who chose the Grha Sarina Vidi Building for 1 year (114 respondents), both organizers and individuals, it was found that all three factors are indeed considered important factors that must be chosen by a Convention Building.*

INTRODUCTION

Event organizers certainly have several considerations when choosing a venue for the event they will be holding. There are many considerations for venue selection, such as venue facilities, suitability for the event, cost, accessibility, popularity, supporting attractions around the venue, and even building design. (Yuniati, 2020). This consideration may vary for each event organizer depending on the event being held (Joa et al., 2019). In the execution of international-scale events, the factors determining the selection of the event become relatively more complex. According to Crouch and Louviere (2004) Regarding research on site event selection in various countries, there are at least 8 variables that can be used as a reference in determining a good venue. 1) Accessibility, including in this variable are distance, cost, flight frequency to the event location, and a number of supporting travel factors such as visas, customs, and others. 2) Local support linked to local working partners, 3) Extra conference opportunities, including entertainment, shopping, sightseeing, recreation, and business opportunities. 3) Accommodation related to capacity, service, security, and facilities. 4) Meeting facilities, including capacity, layout, cost, atmosphere, service innovation, and security. 5) Information related to the venue's experience in hosting various events. 6) Site Environment, including the surrounding atmosphere of the venue such as climate, destination setting, infrastructure, and general hospitality service from the community.

This research was conducted to identify what exactly causes event organizers to choose Grha Sarina Vidi as one of the event venues and then select it as the event location. This will certainly be very beneficial for management in designing marketing strategies and improving sales performance in the future. This research began by gathering internal employee information through interviews, and at least 3 points were obtained as stated by Crouch and Louviere (2004) Regarding meeting facilities, innovation, price, and building atmosphere are the most important factors for

potential tenants. These three factors are actually quite common in marketing cases related to purchasing decisions.

In several studies, it is mentioned that innovation has a significant positive influence on purchasing decisions in various business contexts. (Johnsen et al., 2022; Li et al., 2022), including decisions on choosing a venue (Srivastava et al., 2023). The atmosphere or ambiance is also one of the factors that influence purchasing decisions in various business contexts. In the research conducted Safitri and Sulaeman (2022) It is stated that the physical characteristics of the store/building and its design can attract customer interest and ultimately lead to a purchase. The research mentions that the atmosphere can also be a motivation for customers to revisit (Putri et al., 2023). Regarding the price factor, it is generally understood that price has a significant influence on purchasing decisions in various business contexts, including food (Arif & Siregar, 2022), any goods or services purchased from a business (Leonardo et al., 2023), to various e-commerce products (Astuti et al., 2023).

Based on the explanation above, it is quite clear that the three factors perceived by employees influence the sales of Venue Graha Sarina Vidi: innovation, price, and atmosphere as a unique selling point. This certainly needs to be tested, and it is in this context that this research is then considered important to conduct.

RESEARCH METHOD

The research will be conducted quantitatively by conducting a direct survey of clients using the Graha Sarina Vidi venue for approximately one year (throughout 2024), with a total of 114 respondents, including both individuals and businesses. The analysis will be conducted using multiple linear regression with validation testing on data assumptions before hypothesis testing is performed.

The variables tested in accordance with the internal conditions of management are Innovation Variable, Building Atmosphere Variable, and Price Variable as the unique selling point of Graha Sarina Vidi Yogyakarta. The research design can be seen in Figure 1, while the operational variables can be seen in Table 1. below:

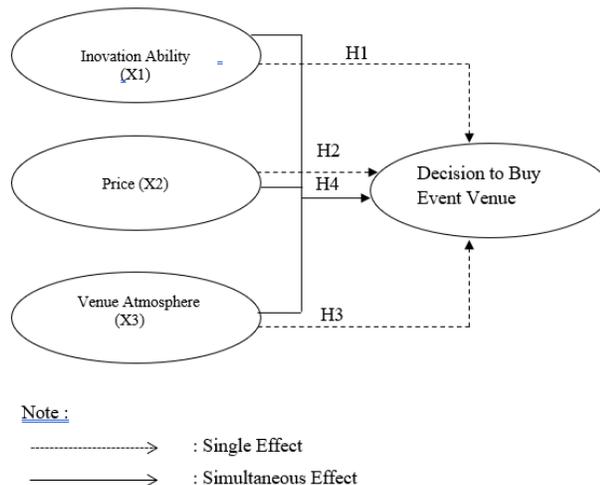


Figure 1. Research Design

Based on Figure 1 above, the hypothesis to be tested can be stated as follows:

- H1: There is a positive and significant influence between innovation capability and the decision to choose the Grha Sarina Vidi Yogyakarta event venue.
- H2: There is a positive and significant influence of price on the decision to choose the Grha Sarina Vidi Yogyakarta event venue.
- H3: There is a positive and significant influence between the venue atmosphere and the decision to choose the Grha Sarina Vidi Yogyakarta event venue.
- H4: There is a positive and significant influence between the venue atmosphere and the decision to choose the Grha Sarina Vidi Yogyakarta event venue.

Table 1. Operational Variables

Variable	Indicators & Statement	Measurement
<i>Innovation Ability</i>	The manager's initiative in supporting employee performance when dealing with clients.	Likert Scale: 5 (strongly agree); 4 (agree); 3 (neutral); 2 (disagree); 1 (strongly disagree)
	Reward and benefit system in the form of a loyalty program for members.	
	Media marketing and promotion that makes it easy for clients to contact management.	
	Quality service for all customers 24 hours a day.	
<i>Venue Atmosphere</i>	There is a sentimental value because it is an annual routine event	Likert Scale: 5 (strongly agree); 4 (agree); 3 (neutral); 2 (disagree); 1 (strongly disagree)
	Many surprise gifts from tenants and booths at the expo location	
	Very impressed and want to return for future events.	
<i>Price</i>	Affordability of Price Promote to clients.	Likert Scale: 5 (strongly agree); 4 (agree); 3 (neutral); 2 (disagree); 1 (strongly disagree)
	Flexible price adjustment according to event escalation.	
	Competitive price with guarantee if any complaints or mistakes are made by management.	
<i>Decision to Buy Event Venue</i>	Price Factor	Likert Scale: 5 (strongly agree); 4 (agree); 3 (neutral); 2 (disagree); 1 (strongly disagree)
	Client Demand	
	Already subscribed and partnered	

RESULT AND DISCUSSION

Respondent Profile

Based on the survey results (Table 2), the majority of respondents who use the Graha Sarina Vidi event venue are corporate (74%), such as wedding organizers, local governments, or organizers of various events, while individual users account for 26%. From booking records, the majority of users are repeat customers or parties who have used the venue before (53%), while the remaining users are first-time users (47%). Regarding information sources used, the majority of information is obtained from promotional media such as brochures, Instagram, and others (45%), followed by recommendations from other users (38%), and information from other sources (contacting directly or other sources) at 18%. This profile indicates that the venue is already quite popular among event organizers, and that Graha Sarina Vidi is a considered alternative venue.

Table 2. Description of the Profile of Venue User Respondents

Characteristics of Respondent	Number	(%)
Individual	30	26%
Corporate	84	74%

First Time Booking	54	47%
Repeat Booking	60	53%
Recommendation from colleague	43	38%
Information from Media	51	45%
Others	20	18%

Data Validity and Reliability Test

Using Cronbach's Alpha test, it was found that all indicators had a calculated R value greater than the table R value, so all variables were declared valid (Table 3). Similarly, in the reliability test, all variable values were greater than 0.7, so all variables were declared reliable for further testing (Table 4).

Table 3. Validity Test Result

Variables	Item	r count > 0.361	Comments
Innovation Ability	X1.1	0,934	Valid
	X1.2	0,941	Valid
	X1.3	0,639	Valid
Venue Atmosphere	X2.1	0,773	Valid
	X2.2	0,929	Valid
	X2.3	0,891	Valid
Price	X3.1	0,658	Valid
	X3.2	0,709	Valid
	X3.3	0,657	Valid
Decision to Buy Event Venue	X4.1	0,808	Valid
	X4.2	0,877	Valid
	X4.3	0,655	Valid

Table 4. Reliability Test Result

Variables	Cronbach's Alpha	Comments
Innovation Ability	0,910	Reliable
Venue atmosphere	0,883	Reliable
Price	0,867	Reliable
Decision to Buy Event Venue	0,859	Reliable

Data Assumption Test

The initial test was data normality, where the Kolmogorov-Smirnov test yielded an Sig. (2-tailed) value above 0.05, indicating that the research data for each variable was normally distributed (Table 5).

Table 5. Normality Test Result

Variables	Kolmogorov-Smirnov Test	Sig.	Comments
Innovation Ability	1,238	0,147	Normal
Venue Atmosphere	1,316	0,198	Normal
Price	0,994	0,277	Normal
Decision to Buy Event Venue	0,878	0,547	Normal

In the data linearity test, all variables had p-values > 0.05, indicating that the relationship between all independent variables including entertainment, excitement, enterprise, and price perception and the dependent variable (visiting interest) in this study is linear (Table 6).

Table 6. Linearity Test Result

Relationship Path	F Count	Sig.	Comments
Innovation Ability → Decision to buy	0,714	0,678	Linear
Event Atmosphere → Decision to buy	1,117	0,359	Linear
Price → Decision to buy	1,476	0,108	Linear

In the multicollinearity test, all independent variables had tolerance values > 0.10 , and VIF values < 10 , so it can be concluded that the regression model used in this research model did not experience multicollinearity (Table 7).

Table 7. Multicollinearity Test Results

Variables	Tolerance	VIF	Comments
Innovation Ability	0,981	1,003	Multicollinearity did not occur
Venue Atmosphere	0,986	1,015	
Price	0,975	1,002	

Hypothesis Testing

Using regression analysis on the hypothesis, the relationships between each variable, namely Ability Innovation, Venue Atmosphere, and Price, were found to have a positive and significant influence on the decision to purchase event venue at Graha Sarina Vidi (Table 8). Thus, any appreciation or development action on these variables will increase the client's attitude towards making purchasing decisions.

Tabel 8. Hypotheses Testing Result

Variables	t	p	r	Comments
Innovation Ability	2,210	0,029	0,138	significant
Venue Atmosphere	2,134	0,035	0,172	Significant
Price	2,045	0,043	0,615	significant

The R-squared test results showed an R-squared value of 0.409 or 40.9%, meaning that the variation in the independent variables consisting of Ability Innovation, Venue Atmosphere, and Price was able to explain 43.4% of the variation in the visiting interest variable, while the remaining 56.6% was explained by other variables outside of this research (Table 9).

Table 9. Coefficient Determination (R²) Test Result

Regression Model	Nilai Adjusted R ²	
	Decimal	Percentage (%)
Multilinear Regression	0,409	40,9

In the simultaneous testing of the four variables consisting of Ability Innovation, Venue Atmosphere, and Price, all three were able to simultaneously and significantly influence the dependent variable of purchase decision with a p-value (Sig.) of 0.010 or not greater than 0.05 (Table 10).

Table 10. F-Test Result

Nilai F hitung	p-value (Sig.) < 0,05	Kesimpulan
4,837	0.010	Serentak berpengaruh signifikan

Based on the test results for the unique selling point variable of Graha Sarina Vidi Yogyakarta among 114 clients as users, it was found that the service innovation, venue atmosphere, and price variables significantly influence clients' decisions to choose Graha Sarina Vidi as their venue. The goal of innovation in this case is to improve the way meeting hall sales are handled. Many venues rely solely on their marketing staff for sales, but here, the management gets directly involved when dealing with clients. Innovation is also demonstrated by offering a loyalty program for members and a reward system, as well as flexible contact options considering that event execution sometimes requires 24-hour availability leading up to the event.

Venue atmosphere in the context of marketing is associated with creating the atmosphere and design of a store, and for a venue, it's about how to create a venue atmosphere that supports the event's ambiance, making the audience comfortable. In several studies, the atmosphere of a room has been shown to influence purchasing decisions. (Safitri & Sulaeman, 2022). Similarly, price has been proven to play a direct role in influencing purchasing decisions in various business contexts, and it remains an important factor when deciding whether to buy or rent a venue. Competitive pricing is certainly considered by potential clients. (Leonardo et al., 2023).

CONCLUSION

Based on the discussion above, the conclusion that can be drawn from this research is that the variables of service innovation, venue atmosphere, and price are the unique selling points of Graha Sarina Vidi that directly influence users' purchasing decisions. The influence occurs partially on each variable as well as simultaneously from all three variables. Based on the R-squared test, the magnitude of the influence reaches 40.9%, indicating the presence of other variables outside this research model. Improvements in the service innovation, venue atmosphere, and price variables are expected to increase clients' decisions to use Graha Sarina Vidi as an event venue.

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