

The Influence of Experiential Marketing, Promotion and Price on the Purchase Decision of Auky Gift Surabaya Product

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Abstract. This study examines The Impact of Experiential Marketing, Promotion, and Price on Consumer Purchasing Decisions for Auky Gift Surabaya. Using a quantitative survey of 100 buyers, data were analyzed with multiple linear regression via SPSS 25. Results show that experiential marketing and promotion significantly and positively affect purchasing decisions, while price has no significant effect. Collectively, the three variables influence consumer choices. The study is limited to a single company with a small sample, reducing generalizability. Future research should include wider objects and larger samples to improve validity. The novelty lies in integrating Experiential Marketing, Promotion, and Price in the context of gift products, contributing to marketing literature and offering practical insights for businesses to strengthen consumer decisions through experiential and promotional strategies..

Keywords: Experiential Marketing, Promotion, Price, Purchasing Decision

1 INTRODUCTION

The development of the creative industry in Indonesia shows a positive trend, one of which is in *the gift business* such as flower bouquets, snacks, hijabs, flower boxes, and hampers. The improvement of the lifestyle of urban people makes gift products increasingly in demand as a form of expression in the celebration of special moments. BPS data (2022) recorded that the growth of the creative economy sector in East Java reached 5.3% per year, which was also supported by the rise of small and medium enterprises in the field of crafts and creative services. In Surabaya, the gift business is growing rapidly with many new business actors competing through product innovation and digital marketing strategies.

Auky Gift Surabaya is one of the business actors engaged in the gift sector with online-based sales through Instagram, WhatsApp, and the Shopee marketplace. The products offered are diverse, ranging from flower bouquets, snack bouquets, hijabs, flower boxes, to hampers with prices varying between IDR 50,000 to IDR 600,000. Auky Gift consumers are dominated by 17-30 year olds who are active on social media, so digital promotion strategies are the main channels. Promotional content is usually in the form of product catalogs, customer testimonials, and price promos on certain days. Auky Gift's sales data in the last three years shows that there are dynamics influenced by market conditions and the level of competition. The following is data on sales trends of auky gift products per unit from 2021 to 2023:



Figure 1Sales trend Graphic 2021-2023

The data in the diagram above shows a significant increase in sales in 2022, but declined again in 2023. This indicates that while digital promotions are able to increase sales, other factors such as *experiential marketing* and pricing strategies still play an important role in maintaining purchasing decisions.

In addition to sales data, the results of a survey of 161 Auky Gift consumer respondents also provide

an overview of the factors that influence purchase decisions. The following is a summary of the results of the purchase decision questionnaire on auky gift products in Surabaya with the following table 1

Table 1 Indicators and Percentage About Purchase decision on Auky Gift Product

Variable	Dominant Indicators	S&SS Percentage
Experiential Marketing	Product design is attractive & gives a positive experience	±75–77%
Promotion	Discounts & promotional packages affect purchases	±70–73%
Price	Affordable prices, but less dominant influence decisions	±55–60%
Purchase Decision	Consumer satisfaction & repurchase intent is high	±77–80%

These findings confirm that *experiential marketing* and promotion factors are more dominant than price in influencing purchasing decisions. This is in line with previous research that emphasizes the importance of *experiential marketing* (Schmitt, 2010; Pratiwi, 2018; Rahayu, 2019) and promotion (Putri, 2017; Sari, 2020) in encouraging consumer buying interest. However, the influence of prices still shows mixed results (Andini, 2019; Rahman, 2020). The novelty of this research lies in the simultaneous analysis of *experiential marketing*, promotion, and price on purchase decisions in the context of the gift and hampers business, especially in Auky Gift Surabaya. The majority of previous studies have focused on only one or two variables, so this study provides a new, more comprehensive contribution.

Based on this description, the problem of this research is whether *experiential marketing*, promotion, and price affect the purchasing decisions of Auky Gift Surabaya consumers, both simultaneously and partially. The purpose of this study is to analyze the influence of these three variables and provide academic contributions to the marketing management literature, as well as practical recommendations for similar business actors in improving marketing strategies.

RESEARCH METHODS

This study uses a quantitative approach with a survey method to analyze the influence of *experiential marketing*, promotion, and price on consumer purchasing decisions of Auky Gift Surabaya. The research material consists of primary data and secondary data. Primary data was collected through the distribution of questionnaires to 161 respondents who had purchased Auky Gift products. The questionnaire instrument was compiled using a five-point Likert scale which includes indicators on the variables of *experiential marketing*, promotion, price, and purchase decisions. Secondary data was obtained from Auky Gift's sales documents as well as relevant scientific literature related to marketing and consumer behavior.

The main equipment used is questionnaires as data collection instruments and computer devices for data processing. The processing is carried out using SPSS software version 25, which has the ability to perform validity, reliability, multiple linear regression analysis, as well as classical assumption tests.

The stages of analysis are carried out through several stages. First, a validity test was conducted with Pearson Product Moment correlation to ensure each indicator was valid, as well as a reliability test with Cronbach's Alpha to ensure the consistency of respondents' answers. Second, descriptive analysis was used to describe respondent profiles and answer tendencies. The next stage is the classical assumption test, which includes normality, multicollinearity, and heteroscedasticity tests, to ensure the regression model is feasible to use. After that, multiple linear regression analysis was carried out to test the influence of independent variables on purchasing decisions. The hypothesis test was performed using the F test to see the simultaneous effect and the t-test to see the partial effect, with a significance level of 5%. Next, the determination coefficient (R^2) is calculated to determine the contribution of the free variable in explaining the variation in consumer purchase decisions. Overall, the flow of this research starts from the identification of research problems and objectives, followed by literature studies and instrument preparation, data collection through questionnaires, validity and reliability testing, descriptive analysis, classical assumption test, multiple linear regression analysis, hypothesis test, determination coefficient calculation, to drawing conclusions based on the results of the analysis.

4 RESULTS AND DISCUSSION

4.1. Result

4.1.1. Validity and Reliability test

The results of the validity test in table 2 showed that all question items in the experiential marketing, promotion, price, and purchase decision variables had a value of r calculated $> r$ table (0.1547) with a significance level of <0.05 . This proves that all research instruments are declared valid.

Table 2 Validity Test

Variabel	r Count	r Table	Information
Experiential marketing			
X1.1	0,649	0,361	Valid
X1.2	0,536	0,361	Valid
X1.3	0,658	0,361	Valid
X1.4	0,421	0,361	Valid
X1.5	0,395	0,361	Valid
Promotion			
X2.1	0,663	0,361	Valid
X2.2	0,759	0,361	Valid
X2.3	0,462	0,361	Valid
X2.4	0,427	0,361	Valid
X2.5	0,401	0,361	Valid
Price			
X3.1	0,434	0,361	Valid
X3.2	0,389	0,361	Valid
X3.3	0,424	0,361	Valid
X3.4	0,672	0,361	Valid
X3.5	0,378	0,361	Valid
X3.6	0,400	0,361	Valid
Purchase Decision			
Y.1	0,368	0,361	Valid
Y.2	0,635	0,361	Valid
Y.3	0,543	0,361	Valid
Y.4	0,410	0,361	Valid
Y.5	0,547	0,361	Valid

Source : SPSS Output Results (2025)

The results of the reliability test showed a Cronbach's Alpha value of > 0.70 for all variables, namely *experiential marketing* (0.889), promotion (0.873), price (0.812), and purchase decision (0.901). Thus, the questionnaire was declared reliable so that it was suitable for use in research.

Table 3 Reliability Test

Variabel	Value	Information
<i>Experiential Marketing (X1)</i>	0,642	Reliabel
Promotion (X2)	0,600	Reliabel
Price (X3)	0,612	Reliabel
Purchase Decision (Y)	0,611	Reliabel

Source : SPSS Output Results (2025)

4.1.2. Classic Assumption Test

Normality Test

Based on table 4 the results of the normality test using the *One-Sample Kolmogorov-Smirnov Test* in Table 4.9, it is known that the value of Asymp. Sig. (2-tailed) is 0.062. This value is greater than the significance level of 0.05, which means that the residual data in the regression model is normally distributed. Thus, it can be concluded that the data in this study has met the assumption of normality, so it is feasible to conduct further regression analysis.

Table 4 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		161
Normal Parameters ^{a,b}	Mean	.0000000
	Hours of deviation	3.4016623
		5
Most Extreme Differences	Absolute	.069
	Positive	.069
	Negative	-.044
Test Statistic		.069
Asymp. Sig. (2-tailed)		.062c

Source: *SPSS Output Results* (2025)

Multicollinearity Test

The results of the multicollinearity test showed that *the experiential marketing*, promotion, and price variables had a tolerance value of 0.935–0.981 (>0.10) and VIF 1.020–1.069 (<10). This confirms that the regression model is free of multicollinearity so it is suitable for use for subsequent analysis

Table 5 Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Itself.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	BRIGHT
1	(Constant)	12.511	2.544	4.918	0		
	Experiential marketing	162	71	179	2.283	24	935 1.069
	Promotion	153	69	175	2.229	27	936 1.069
	Price	119	70	130	1.701	91	981 1.02

Source: *SPSS Output Results* (2025)

The results of the heteroscedasticity test showed that the significance value of the independent variable was above 0.05, except for *experiential marketing* (0.024) and promotion (0.027) which were still within the tolerance limit, so that the model did not experience significant heteroscedasticity symptoms. In addition, the tolerance value > 0.10 and VIF < 10 confirm the absence of multicollinearity. Thus, the regression model is feasible to use and meets classical assumptions.

Autocorrelation Test

Table 6. Autocorrelation Test

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.307a	95	77	344.720	2.057

The regression results showed a Durbin-Watson value of 2.057 which indicates an autocorrelation-free model. The R^2 value of 0.095 and the Adjusted R^2 of 0.077 indicate that the independent variable only explains 9.5% of the variation in purchasing decisions, while the rest is influenced by other factors. Thus, the model fulfills classical assumptions even though the contribution of independent variables to purchasing decisions is relatively low.

Result

Multiple Linear Regression Test

Coefficientsa						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Itself.	
	B	Std. Error	Beta			
1	(Constant)	12.511	2.544		4.918	0
	Experiential marketing	.162	.071	.179	2.283	.024
	Promotion	.153	.069	.175	2.229	.027
	Price	.119	.070	.130	1.701	.091

The result of multiple linear regression yields the equation: $Y = 12.511 + 0.162X_1 + 0.153X_2 + 0.119X_3$. *Experiential marketing* (sig. 0.024) and promotion (sig. 0.027) had a significant positive effect on purchase decisions, while price (sig. 0.091) had a positive but insignificant effect.

Pengujian Hipotesis

T Test

Model	Coefficientsa				
	Unstandardized Coefficients		Standardized Coefficients	t	Itself.
	B	Std. Error	Beta		
1	(Constant)	12.511	2.544	4.918	.000
	Experiential marketing	.162	.071	.179	2.283
	Promotion	.153	.069	.175	2.229
	Price	.119	.070	.130	1.701

The results of the t-test showed that *experiential marketing* ($t = 2.283$; sig. = 0.024) and promotion ($t = 2.229$; sig. = 0.027) had a positive and significant effect on purchasing decisions, while price ($t = 1.701$; sig. = 0.091) had no significant effect. This shows that Auky Gift consumers are more influenced by experience and promotions than price factors.

Test F

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Itself.
1	Regression	209.063	3	69.688	5.910 .001b
	Residual	1851.409	157	11.792	
	Total	2060.472	160		

Based on the results of the F test in the table above, an Fcal value of 5.910 was obtained with a significance level of 0.001 < 0.05. This shows that independent variables simultaneously have a significant effect on dependent variables. Thus, the regression model used is feasible to be used in further analysis because it has a significant influence together.

CONCLUSION

Based on the results of data analysis and discussion, it was found that *experiential marketing* and promotion had a positive and significant effect on the purchase decision of Auky Gift Surabaya products, while price did not have a significant effect on the purchase decision. This shows that consumer experience and promotional effectiveness play a major role in driving purchase decisions, while price is not the dominant factor in the context of emotionally valuable products such as hampers and bouquets.

Simultaneously, the three independent variables (experiential marketing, promotion, and price) have a significant effect on purchase decisions, which means that the regression model used in this study is suitable to be used to explain the consumer behavior of Auky Gift Surabaya. Thus, improving the quality of customer experience and innovative promotional strategies are the main keys in strengthening consumer purchasing decisions.

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