PROPOSED MARKETING STRATEGY TO IMPROVE PURCHASE INTENTION IN EVENT INDUSTRY: CASE STUDY OF ELDORADO DOME

USULAN STRATEGI PEMASARAN UNTUK MENINGKATKAN MINAT BELI DALAM INDUSTRI EVENT: STUDI KASUS ELDORADO DOME

Devina Alifia Ardhianty
Master of Business Administration, School of Business and Management, Institut Teknologi Bandung
devina_alifia@sbm-itb.ac.id

ABSTRACT

Eldorado Dome is a versatile event venue in Bandung, accommodating various large-scale events such as weddings, exhibitions, corporate gatherings, and MICE (Meetings, Incentives, Conferences, and Exhibitions). Its strengths include substantial capacity, advanced technical infrastructure, and ample parking, offering significant value to event organizers, wedding planners, and corporate clients. Despite these advantages, challenges related to location accessibility, limited promotional efforts, and competition from centrally located venues persist. This study examines the influence of the 7P marketing mix—product, price, place, promotion, people, process, and physical evidence—on purchase intention. Results indicate that all elements positively affect customer intentions. To address identified challenges, three strategic initiatives are proposed: positioning Eldorado Dome as a premier event venue by highlighting its parking and premium amenities; establishing its status as a leading MICE venue through targeted industry engagement and partnerships; and enhancing digital marketing strategies, including SEO and social media campaigns, to increase visibility and attract a broader audience. These strategies aim to strengthen Eldorado Dome's market presence, meet stakeholder needs, and solidify its position as a leading event venue in Bandung.
Keywords: *Marketing Strategy, Purchase Intention, Event Industry, Eldorado Dome.*

ABSTRAK

Eldorado Dome adalah tempat acara serbaguna di Bandung, yang dapat mengakomodasi berbagai acara berskala besar seperti pernikahan, pameran, pertemuan perusahaan, dan MICE (*Meetings, Incentives, Conferences,* dan *Exhibitions)*. Keunggulannya meliputi kapasitas yang besar, infrastruktur teknis yang canggih, dan tempat parkir yang luas, menawarkan nilai yang signifikan bagi penyelenggara acara, perencana pernikahan, dan klien korporat. Terlepas dari keunggulan ini, tantangan terkait aksesibilitas lokasi, upaya promosi yang terbatas, dan persaingan dari tempat yang berlokasi di pusat kota tetap ada. Penelitian ini menguji pengaruh bauran pemasaran 7P-produk, harga, tempat, promosi, orang, proses, dan bukti fisik-terhadap niat beli. Hasil penelitian menunjukkan bahwa semua elemen tersebut secara positif mempengaruhi niat pelanggan. Untuk mengatasi tantangan yang teridentifikasi, tiga inisiatif strategis diusulkan, yaitu: memosisikan Eldorado Dome sebagai tempat acara utama dengan menyoroti fasilitas parkir dan fasilitas premium nya; menetapkan statusnya sebagai tempat MICE terkemuka melalui keterlibatan dan kemitraan industri yang ditargetkan; dan meningkatkan strategi pemasaran digital, termasuk SEO dan kampanye media sosial, untuk meningkatkan visibilitas dan menarik audiens yang lebih luas. Strategi-strategi ini bertujuan untuk memperkuat kehadiran Eldorado Dome di pasar, memenuhi kebutuhan para pemangku kepentingan, dan memantapkan posisinya sebagai tempat penyelenggaraan acara terkemuka di Bandung.
Kata Kunci: Strategi Pemasaran, Niat Beli, Industri Event, Eldorado Dome.

INTRODUCTION

The MICE industry (Meetings, Incentives, Conventions, and Exhibitions) is projected to remain a strategically significant sector in driving economic progress in Indonesia. This sector is considered a strong indicator of a nation's economic development.

According to data from the Ministry of Tourism and Creative Economy (2023), the MICE industry contributes up to 30% of Indonesia's total tourism revenue. Following the pandemic, this industry has successfully created substantial opportunities in the tourism and creative economy sectors in Indonesia.

Figure 1. Indonesia MICE Market Size, 2019-2032 (USD Million)
Source: astuteanalytica.com (2024)

Based on the data above, the development of the MICE market in Indonesia from 2019 to the 2032 projection has experienced very rapid development. Although it experienced a decline in 2020 due to the COVID-19 pandemic, this industry has experienced a significant recovery until 2023 it can reach a market size of $ 2319.7.

Bandung, which is known as a tourist destination and a creative city that has been recognized by UNESCO to date, is included in the cities that have the potential to become a leading MICE destination in Indonesia. Referring to data from the Bandung City Culture and Tourism Office, the event industry in Bandung City has experienced significant adaptation and recovery from 2021 to 2023 after a drastic decline in 2020 due to the COVID-19 pandemic.
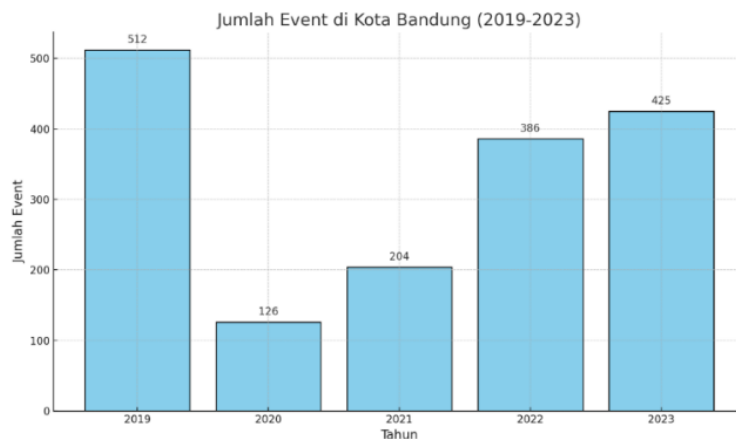
Figure 2. Event in Bandung City
Source: Dinas Kebudayaan dan Pariwisata Kota Bandung

The high increase in market demand after this pandemic can give rise to tighter competition among venues in the city of Bandung. In this competitive landscape, Eldorado Dome, as one of Bandung's major event venues, faces the challenge. During 2020, not a single event was held at Eldorado Dome due to COVID-19. This business recovery gradually improved from 2021 to 2022. However, despite showing initial recovery in 2021-2022, Eldorado Dome has experienced a continuous decline in revenue from 2023 onwards, failing to return to its pre-pandemic performance levels. This declining trend is

particularly concerning as it occurs during a period when the event industry has largely recovered from pandemic restrictions. Based on internal data, the venue's booking rate has decreased significantly, indicating potential issues with purchase intention among event organizers, wedding planner, and corporate clients.

RESEARCH METHODS
Research Design

The theoretical framework of this research is developed based on previous studies and established theories, as described in the following section:
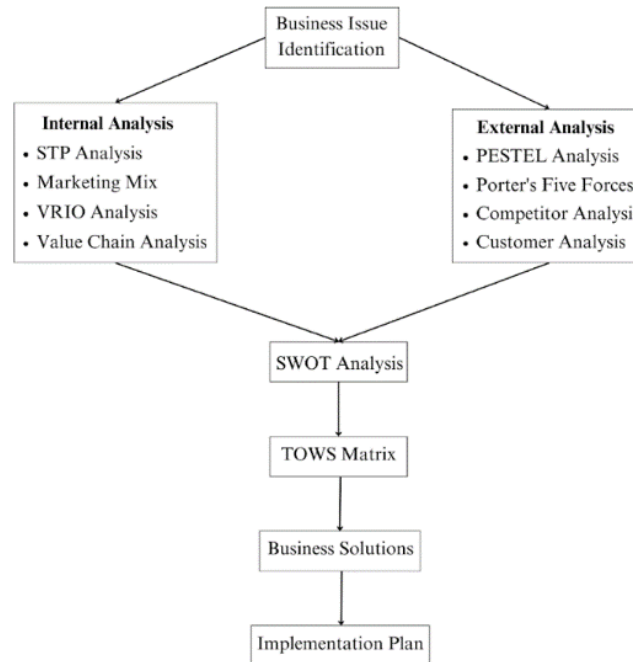

Figure 3. Research Design
Source: Processed by the author

The research design follows a systematic approach to address the business issue of declining bookings at Eldorado dome. It begins with business issue identification, followed by parallel internal and external analyses. The internal analysis encompasses STP Analysis, Marketing Mix, VRIO Analysis, and Value Chain Analysis to evaluate the organization's current state. Meanwhile, the external analysis employs PESTEL Analysis, Porter's Five Forces, Competitor Analysis, and Customer Analysis to understand the market environment. These analyses converge into a SWOT Analysis, which is then translated into strategic options through the TOWS Matrix. Finally, the research culminates in the development of business solutions and a detailed implementation plan to address the identified issues.

Data Collection Method

The data will be collected by several methods, as described in the following section:
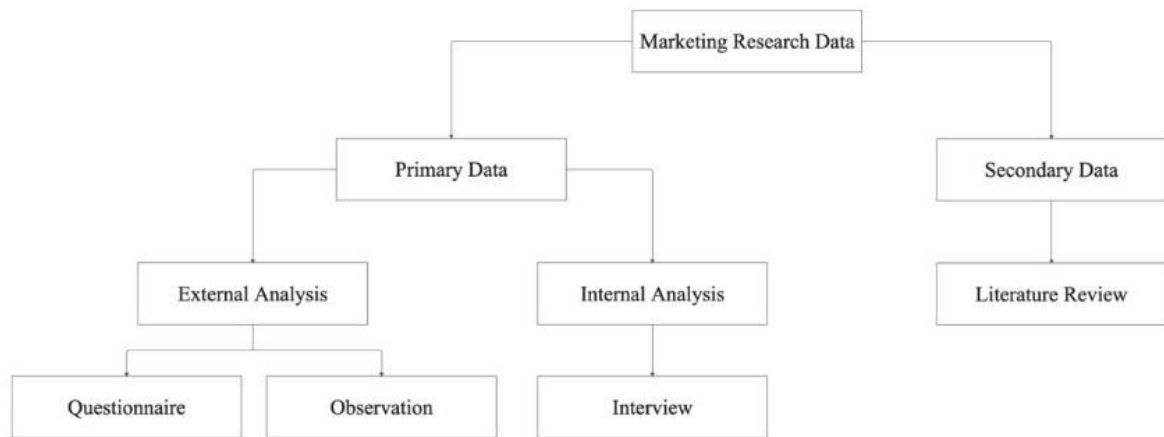
Figure 4. Data Collection Method
Source: Processed by the author

The data collection method in this research consists of both primary and secondary data. Primary data is gathered through two approaches: external analysis using questionnaires distributed to event organizers, wedding organizer, and corporate clients and doing observation, and internal analysis through interview with general manager and staff of Eldorado Dome. Secondary data is obtained through literature review, which includes academic publications, industry reports, and relevant market research studies.

This research utilizes a structured questionnaire as the primary data collection instrument, consisting of systematically designed questions for respondents to complete. As suggested by Malhotra (2020), when the target population size cannot be determined, a minimum sample size of 200 respondents is required for questionnaire-based research to ensure adequate data representation. The questionnaire will be administered through a digital platform to facilitate efficient data collection. The respondents in this study will evaluate each statement using a five-point Likert scale, where 5 represents 'strongly agree', 4 represents 'agree', 3 represents 'slightly disagree', 2 represents 'disagree', and 1 represents 'strongly disagree'.

RESULTS AND DISCUSSIONS
Analysis
Consumer Analysis

This research aims to examine how different factors influence people's choices when selecting event venues. The research findings will contribute to a SWOT analysis, helping identify potential opportunities and risks in the market. Data collection is being conducted through Google Forms to 203 respondents, with responses automatically compiled into a spreadsheet. The survey responses will provide insights into consumer decision-making patterns.

Outer Model Testing

Consumer analysis will be performed through IBM SPSS Statistics 25 software to analyze the relationships between marketing mix variables and purchase intention. The statistical analysis includes comprehensive testing of validity, reliability, normality, heteroscedasticity, and multicollinearity, followed by multiple regression analysis, simultaneous testing (F-test), and determination of R^2 value.

Validity Test

It is known that the r-table value for a dataset with 203 observations is determined by the degrees of freedom (df = n-2), resulting in df = 203 - 2 = 201. At a 5% significance level, the r-table value is 0.1384. Based on the SPSS output above, a variable is considered valid if the r-calculated value (r-count) is greater than the r-table value (r-table).

Table 1. Validity Test

Variable	Statement	Rcount	Rtable	Description
Product	x1.1	0.773	0,1384	Valid
	x1.2	0.729	0,1384	Valid
	x1.3	0.717	0,1384	Valid
	x1.4	0.695	0,1384	Valid
Place	x2.1	0.391	0,1384	Valid
	x2.2	0.402	0,1384	Valid
	x2.3	0.624	0,1384	Valid
	x2.4	0.53	0,1384	Valid
	x2.5	0.652	0,1384	Valid
	x2.6	0.685	0,1384	Valid
Price	x3.1	0.757	0,1384	Valid
	x3.2	0.716	0,1384	Valid
	x3.3	0.708	0,1384	Valid
	x3.4	0.339	0,1384	Valid
Promotion	x4.1	0.523	0,1384	Valid
	x4.2	0.772	0,1384	Valid
	x4.3	0.757	0,1384	Valid
	x4.4	0.737	0,1384	Valid
People	x5.1	0.312	0,1384	Valid
	x5.2	0.426	0,1384	Valid
	x5.3	0.731	0,1384	Valid
	x5.4	0.681	0,1384	Valid
	x5.5	0.716	0,1384	Valid
Physical Evidence	x6.1	0.432	0,1384	Valid
	x6.2	0.58	0,1384	Valid
	x6.3	0.571	0,1384	Valid
	x6.4	0.688	0,1384	Valid
	x6.5	0.265	0,1384	Valid
	x6.6	0.198	0,1384	Valid
Process	x7.1	0.523	0,1384	Valid
	x7.2	0.48	0,1384	Valid
	x7.3	0.47	0,1384	Valid
	x7.4	0.548	0,1384	Valid
	x7.5	0.599	0,1384	Valid
	x7.6	0.596	0,1384	Valid
	x7.7	0.619	0,1384	Valid
Purchase Intention	y.1	0.764	0,1384	Valid
	y.2	0.763	0,1384	Valid
	y.3	0.788	0,1384	Valid

From Table 1 above, it can be seen that the correlation of each item with the total score of each statement for all variable items shows that all r-calculated values (R-count) are greater than the r-table value (R-tabel). Therefore, all statement items for the research variables are valid.

Reliability Test

For the reliability test of the instrument, the closer the reliability coefficient is to 1.0, the better. Generally, a reliability coefficient of less than 0.6 is considered poor, reliability in the range of 0.6 to 0.7 is acceptable, and a reliability coefficient greater than 0.8 is considered good. Below is the table showing the Cronbach's alpha values for each instrument.

Table 2. Reliability Test

| Variabel	Cronbach's alpha	Description
Product	0.790	Reliable
Place	0.717	Reliable
Price	0.738	Reliable
Promotion	0.776	Reliable
People	0.729	Reliable
Phsical Evidence	0.647	Reliable
Proces	0.721	Reliable
Purchase Intention	0.820	Reliable

Based on the table of reliability test results, it is shown that all variables have sufficiently high alpha coefficients, which are above 0.60. Therefore, it can be concluded that all variables in the questionnaire are reliable. All statements in the questionnaire are considered reliable because the Cronbach's Alpha value for each variable is greater than 0.60.

Normality Test

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		203
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.61314887
Most Extreme Differences	Absolute	.046
	Positive	.030
	Negative	-.046
Test Statistic		.046
Asymp. Sig. (2-tailed)[c]		.200[d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Based on the normality test results above, it is found that the Asymp. Sig value is $0.200 > 0.05$, indicating that there is no normality issue in this study.
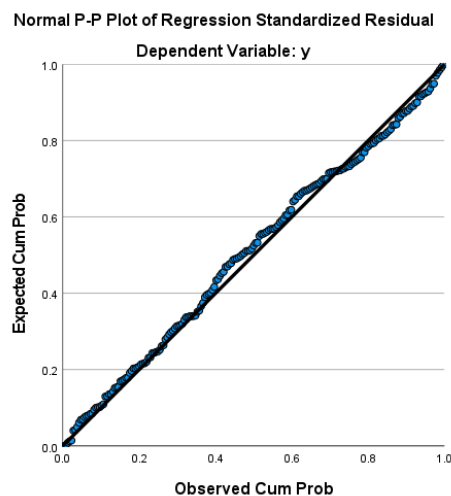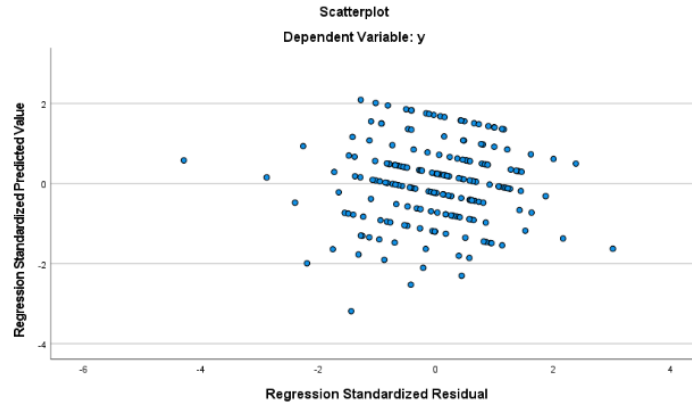

Figure 5. Probability Plot

Based on Figure 7, the results of the normality test using a probability plot indicate that the points are scattered around the diagonal line and follow the direction of the diagonal line or the histogram graph. It can be concluded that the data in this study are normally distributed.

Heteroscedasticity Test

Figure 6. Heteroscedasticity Test

Figure 8 shows that the points are randomly scattered, without a clear pattern, and are distributed above and below 0 on the Y-axis. This indicates that the variables in this study do not exhibit heteroscedasticity and meet the requirements for a multiple linear regression model.

Multicollinearity Test

Table 4. Multicollinearity Test

Coefficients^a							
	Unstandardized Coefficients		**Standardized Coefficients**			**Collinearity Statistics**	
Model	**B**	**Std. Error**	**Beta**	**t**	**Sig.**	**Tolerance**	**VIF**
1(Constant)	-7.164	.563		-12.717	.000		
x1	.065	.023	.075	2.766	.006	.565	1.771
x2	.048	.021	.065	2.268	.024	.505	1.979
x3	.257	.026	.299	9.822	.000	.448	2.232
x4	.230	.034	.277	6.798	.000	.251	3.981
x5	.185	.033	.211	5.556	.000	.288	3.475
x6	.091	.021	.115	4.235	.000	.562	1.781
x7	.105	.018	.146	5.825	.000	.659	1.517

a. Dependent Variable: y

Based on the multicollinearity test results, as shown in the table above, in the Centered VIF column, the VIF values for all variables are below 5 or 10. Therefore, it can be concluded that there is no multicollinearity among the independent variables in this study. According to the classical assumptions of linear regression using OLS, a good linear regression model is one that is free from multicollinearity. Thus, the model above has been confirmed to be free from multicollinearity.

Multiple Regression Analysis

Table 5. Multiple Regression Analysis

Coefficients[a]

	Model	B	Std. Error	Beta	t	Sig.
		Unstandardized Coefficients		**Standardized Coefficients**		
1	(Constant)	-7.164	.563		-12.717	.000
	Product	.065	.023	.075	2.766	.006
	Place	.048	.021	.065	2.268	.024
	Price	.257	.026	.299	9.822	.000
	Promotion	.230	.034	.277	6.798	.000
	People	.185	.033	.211	5.556	.000
	Physical Evidence	.091	.021	.115	4.235	.000
	Process	.105	.018	.146	5.825	.000

a. Dependent Variable: y

The equation derived from Table 5 is as follows:

$$Y = \alpha + b1X1 + b2X2 + b3X3 + b4X4 + b5X5 + b6X6 + b7X7 + e \quad (1)$$

$$Y = -7,164 + 0,065\ X1 + 0,048\ X2 + 0,257\ X3 + 0,230\ X4 + 0,185\ X5 + 0,091\ X6 + 0,105 + e$$

Note:
Y = Purchase Intention
A = Konstanta
X1 = Product
X2 = Place
X3 = Price
X4 = Promotion
X5 = People
X6 = Physical Evidence
X7 = Process
E = Error term

Based on the equation above, the following can be explained:

1. The constant value of -7.164 indicates that if the independent variables (Purchase Intention) are zero, the Purchase Intention is equal to -7.164%.

2. The Product coefficient of 0.065 indicates that a one-unit increase in Product will result in a 0.065% increase in Purchase Intention, assuming other variables remain constant.

3. The Place coefficient of 0.048 indicates that a one-unit increase in Place will result in a 0.048% increase in Purchase Intention, assuming other variables remain constant.

4. The Price coefficient of 0.257 indicates that a one-unit increase in Price will result in a 0.257% increase in Purchase Intention, assuming other variables remain constant.

5. The Promotion coefficient of 0.230 indicates that a one-unit increase in Promotion will result in a 0.230% increase in Purchase Intention, assuming other variables remain constant.

6. The People coefficient of 0.185 indicates that a one-unit increase in People will result in a 0.185% increase in Purchase Intention, assuming other variables remain constant.

7. The Physical Evidence coefficient of 0.091 indicates that a one-unit increase in Physical Evidence will result in a 0.091% increase in Purchase Intention, assuming other variables remain constant.

8. The Process coefficient of 0.105 indicates that a one-unit increase in Process will result in a 0.105% increase in Purchase Intention,

assuming other variables remain constant.

F-Test (Simultaneous Test)

The SPSS data processing results for the F-test are used to determine whether the independent variables collectively influence the dependent variable and to test whether the model used is appropriate or not.

Table 6. F-Test (Simultaneous Test)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	860.747	7	122.964	315.740	.000^b
	Residual	75.942	195	.389		
	Total	936.690	202			

a. Dependent Variable: y

b. Predictors: (Constant), x7, x1, x6, x2, x3, x5, x4

The data processing results in Table 6 above show a significance value of 0.000 (sig 0.000 < 0.05). This indicates that the regression equation obtained is reliable, and the model used is appropriate. Therefore, there is a simultaneous influence of variables X1, X2, X3, X4, X5, X6, and X7 on the dependent variable Y.

Coefficient of Determination (R²)

The purpose of the coefficient of determination is to assess how well the model explains the dependent variable. Based on the SPSS output in Table 4.7, the R Square value is 0.919. This indicates that the contribution of variables X1, X2, X3, X4, X5, X6, and X7 to Y is 91.9%, while the remaining 8.1% (100-91.9%) is determined by other factors outside the model that were not detected in this study.

Table 7. Coefficient of Determination (R²)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.959^a	.919	.916	.62406

a. Predictors: (Constant), x7, x1, x6, x2, x3, x5, x4

Hypothesis decisions are made based on a dataset of 203 observations and a significance level of 5%, calculated using the formula:

t table = t(α/2;n-k-1)   (2)
$$= t(0,05/2;203 -7 -1)$$
$$= (0,025;195)$$

The resulting t-table value for 195 degrees of freedom is 1.9722, with the following criteria for decision-making:

- If t-count < t-table, then H0 is accepted, and Ha is rejected (there is no influence).
- If t-count > t-table, then H0 is rejected, and Ha is accepted (there is an influence).

Hypothesis Analysis
1. There is a **significan**t positive effect of the **Product** variable (X1) on Purchase Intention (Y) because t-count > t-table (2.766 > 1.9722) and the significance value is 0.006 < 0.05.

Thus, there is an effect of X1 on Y, meaning H0 is rejected, and Ha is accepted.

2. There is a **significant** positive effect of the **Place** variable (X2) on Purchase Intention (Y) because t-count > t-table (2.268 > 1.9722) and the significance value is 0.024 < 0.05. Thus, there is an effect of X2 on Y, meaning H0 is rejected, and Ha is accepted.

3. There is a **significant** positive effect of the **Price** variable (X3) on Purchase Intention (Y) because t-count > t-table (9.822 > 1.9722) and the significance value is 0.000 < 0.05. Thus, there is an effect of X3 on Y, meaning H0 is rejected, and Ha is accepted.

4. There is a **significant** positive effect of the **Promotion** variable (X4) on Purchase Intention (Y) because t-count > t-table (6.798 > 1.9722) and the significance value is 0.000 < 0.05. Thus, there is an effect of X4 on Y,

meaning H0 is rejected, and Ha is accepted.

5. There is a **significant** positive effect of the **People** variable (X5) on Purchase Intention (Y) because t-count > t-table (5.556 > 1.9722) and the significance value is 0.000 < 0.05. Thus, there is an effect of X5 on Y, meaning H0 is rejected, and Ha is accepted.

6. There is a **significant** positive effect of the **Physical Evidence** variable (X6) on Purchase Intention (Y) because t-count > t-table (4.235 > 1.9722) and the significance value is 0.000 < 0.05. Thus, there is an effect of X6 on Y, meaning H0 is rejected, and Ha is accepted.

7. There is a **significant** positive effect of the **Process** variable (X7) on Purchase Intention (Y) because t-count > t-table (5.825 > 1.9722) and the significance value is 0.000 < 0.05. Thus, there is an effect of X7 on Y, meaning H0 is rejected, and Ha is accepted.

Table 8. Summary of Hypothesis Analysis

Hypothesis	Description	Result
H1	Product has a positive influence on purchase intention of Eldorado Dome	**Accepted**
H2	Price has a positive influence on purchase intention of Eldorado Dome	**Accepted**
H3	Place has a positive influence on purchase intention of Eldorado Dome	**Accepted**
H4	Promotion has a positive influence on purchase intention of Eldorado Dome	**Accepted**
H5	People has a positive influence on purchase intention of Eldorado Dome	**Accepted**
H6	Physical Evidence has a positive influence on purchase intention of Eldorado Dome	**Accepted**
H7	Process has a positive influence on purchase intention of Eldorado Dome	**Accepted**
H8	Marketing Mix (7P) simultaneously has a positive influence on purchase intention of Eldorado Dome	**Accepted**

Discussion
The Influence of Product on Purchase Intention of Eldorado

In this study, the Product variable was found to have a significant positive effect on purchase intention of Eldorado Dome. The results indicate that the large venue capacity, extensive facilities, and structural readiness of Eldorado Dome are key factors influencing clients' decision to book the venue. These findings align with the general principle in venue selection that capacity, facility completeness, and overall quality play a critical role in driving customer interest (Kotler & Keller, 2016). Eldorado Dome's indoor capacity of 6,000 and combined indoor-outdoor capacity of 12,000 attendees provides a unique selling point for large-scale events such as concerts, exhibitions, and corporate gatherings. This capacity flexibility gives Eldorado Dome a significant advantage over competitors with smaller, less adaptable spaces. Furthermore, the venue's built-in technical infrastructure, including pre-installed production systems and extensive parking for up to 300 cars, simplifies event management logistics for organizers. This type of infrastructure can reduce overall costs and time associated with event setup, enhancing its appeal to event organizers who prioritize operational efficiency. However, while Eldorado Dome's product offerings are strong, consistent maintenance is critical to preserving this competitive advantage. The periodic checks on the dome's roof and ceiling ensure the venue remains physically reliable, a factor that enhances customer confidence in the product's quality. To further enhance the product appeal, Eldorado Dome could consider highlighting its flexibility for diverse events, such as weddings, corporate seminars, and social functions. Promoting this versatility through detailed case studies or client testimonials on digital platforms could strengthen the product's perception among potential customers. Additionally, emphasizing its spacious design, combined with high-quality infrastructure, can position Eldorado Dome as a premier venue solution for event organizers seeking both capacity and convenience.

The Influence of Price on Purchase Intention of Eldorado Dome

The findings of this study confirm that the Price variable significantly influences the purchase intention of Eldorado Dome. The pricing strategy applied, which includes flexibility based on event scale and risk, ensures that the venue can accommodate the budget of various clients. This result is consistent with the research of Monroe and Krishnan (1985), which states that perceived price fairness and affordability positively affect customers' purchase intentions by influencing their overall perceived value. This strategy is critical for attracting both high-scale and mid-scale clients, ensuring affordability while maintaining perceived quality. The study also highlights the payment flexibility offered. Such terms provide a balance between client convenience and venue security. As supported by Kotler & Armstrong (2014), offering flexible and transparent payment options can improve client satisfaction and purchase intention, particularly for large-scale investments like event venues. Nevertheless, while Eldorado Dome's pricing strategy is competitive, challenges arise when clients compare costs to alternative venues in more central or accessible locations. Research by Han and Hyun (2015) indicates that price sensitivity increases when customers perceive location or convenience gaps, which could influence

their decision-making. To address this, Eldorado Dome could strengthen its value proposition by clearly communicating the benefits of its facilities, such as technical readiness and spacious capacity, to justify its pricing. To further optimize its pricing strategy, Eldorado Dome can explore differentiated pricing models tailored for specific segments, such as small-scale weddings or corporate gatherings. Providing bundled packages (e.g., venue plus basic decorations or technical support) can add perceived value, making the price more attractive for clients.

The Influence of Promotion on Purchase Intention of Eldorado Dome

The findings reveal that the Place variable significantly influences purchase intention of Eldorado Dome. This result highlights that accessibility, location, and supporting facilities are critical factors that impact clients' decisions when choosing a venue. The questionnaire responses emphasize key elements such as strategic location, ease of access, parking capacity, and overall comfort of the venue, which align with previous research on the importance of place in service marketing (Zeithaml et al., 1990). Eldorado Dome, situated in Bandung Utara, faces challenges related to accessibility due to its location in a less central area prone to traffic congestion, particularly during peak travel hours. The questionnaire results show that respondents value "ease of access to location" and "strategic location" as primary considerations when selecting a venue. These concerns are supported by studies like Bitner (1992), which argue that service environments, including location accessibility, directly affect consumer decisions and perceived value. Despite accessibility challenges, Eldorado Dome

compensates with its extensive parking area, capable of accommodating up to 300 vehicles. The questionnaire responses highlight "parking convenience" and "security of parking area" as significant factors contributing to clients' positive perceptions. Clients hosting large events, such as concerts and corporate gatherings, require ample and secure parking to enhance guest satisfaction, aligning with the findings of Sharma & Stafford (2000), who state that supporting facilities like parking greatly influence venue selection for events. Additionally, Eldorado Dome offers spacious and adaptable areas that can accommodate up to 6,000 attendees for indoor events and 12,000 attendees for combined indoor-outdoor setups. This flexibility addresses the needs of various event scales, from intimate weddings to large-scale corporate events. Respondents noted "comfortable and secure venue spaces" and "adequate capacity" as factors that strongly influence their booking decisions.

The Influence of Promotion on Purchase Intention of Eldorado Dome

The findings confirm that the Promotion variable significantly influences the purchase intention of Eldorado Dome. This result highlights the role of effective promotional strategies in creating awareness and driving booking decisions. As noted by Kotler & Keller (2016), promotional tools such as advertising and partnerships are essential in influencing customer behavior. Eldorado Dome primarily relies on Instagram, its website, and partnerships with event organizers (EOs) for promotion. Questionnaire responses emphasize the importance of effective media usage and targeted advertising, with the website proving more effective than Instagram due to low engagement levels. Additionally, word-

of-mouth promotion has a strong impact, particularly among clients from Greater Jakarta, aligning with findings by Bughin et al. (2010), which highlight personal recommendations as a highly trusted promotional method. While current efforts such as participation in industry exhibitions (e.g., IDR 2.5 million booths) are beneficial, Eldorado Dome's digital marketing remains underutilized. Expanding to targeted Google Ads, SEO, and collaborations with influencers could improve visibility and engagement, strengthening its promotional impact. By optimizing these channels and emphasizing the venue's unique offerings, Eldorado Dome can enhance its promotional effectiveness, ultimately increasing purchase intention.

The Influence of People on Purchase Intention of Eldorado Dome

The findings reveal that the People variable significantly influences purchase intention for Eldorado Dome. This result highlights the importance of human resources, particularly in service-based industries, where direct interactions between staff and clients shape customer satisfaction and decision-making. According to Zeithaml et al. (1990), employee professionalism, efficiency, and friendliness contribute directly to the perceived quality of service and subsequent purchase intention. Eldorado Dome employs 26 staff members, with all team members actively involved in event execution. Questionnaire responses highlight several key factors, such as staff professionalism, problem-solving abilities, and friendliness, as critical components influencing clients' decisions. Respondents emphasized that dedication in delivering services, along with efficiency and politeness of staff, fosters a positive experience, aligning with findings by Bitner et al. (1994),

which emphasize that employee behavior significantly impacts overall service perceptions. However, challenges arise when high event demands require consistent performance across all staff members. While the team's hands-on approach is commendable, ensuring continuous training in service excellence and problem resolution is necessary to meet client expectations consistently. As noted by Parasuraman et al. (1988), well-trained staff who display professionalism and hospitality contribute to stronger customer loyalty and trust.

The Influence of Physical Evidence on Purchase Intention of Eldorado Dome

The study demonstrates that Physical Evidence significantly influences the purchase intention of Eldorado Dome. This result highlights the importance of a well-maintained and comfortable physical environment in shaping clients' perceptions and decisions. According to Bitner (1992), physical surroundings such as cleanliness, design, and overall ambiance are key components of service delivery that influence customer satisfaction and purchase behavior. Eldorado Dome's strengths lie in its well-maintained venue, supported by periodic maintenance conducted twice a year on critical areas like the roof and ceiling. Questionnaire responses emphasize key physical factors such as venue cleanliness, modern interior design, proper lighting, and the comfort of public spaces, which are essential to clients when choosing a venue for events. Respondents also valued the spaciousness and security of the venue, aligning with research by Wakefield & Blodgett (1999), which shows that physical comfort and environmental aesthetics play a crucial role in

enhancing customer satisfaction. The study further highlights the importance of lighting and temperature control as key components of physical evidence. Respondents noted that well-regulated lighting and a comfortable venue atmosphere contribute to a positive experience during events. For large-scale venues like Eldorado Dome, such factors become even more significant in ensuring client satisfaction and encouraging repeat bookings.

The Influence of Process on Purchase Intention of Eldorado Dome

The findings of this study indicate that the Process variable significantly influences purchase intention for Eldorado Dome. This highlights the importance of efficient and well-structured processes in ensuring a smooth and reliable service experience, which in turn drives client satisfaction and trust. According to Zeithaml et al. (1990), streamlined processes in service delivery are essential to creating value for customers and increasing their likelihood of repeat engagement. The booking process at Eldorado Dome begins with contact via WhatsApp or Instagram, followed by the provision of a form to capture event details such as event type, date, and specific requirements. Once the availability is confirmed, clients are required to secure their booking through a 30% down payment. Clients also highlighted the efficiency of the setup process, particularly the venue's readiness for loading access three days prior to the event (H-3), which simplifies logistical arrangements for event organizers. Questionnaire responses indicate that respondents value "clear and structured booking procedures" and "on-time venue preparation" as critical factors in their decision-making process. Furthermore, Eldorado Dome's

adherence to Standard Operating Procedures (SOPs) for lighting, layout arrangements, and other event-related support ensures a consistent and reliable client experience. As noted by Parasuraman et al. (1988), having standardized and predictable processes reduces uncertainties for clients and enhances overall service satisfaction. While the current processes are functional, opportunities exist to improve certain touchpoints. For example, the reliance on manual communication (e.g., WhatsApp) may create inefficiencies for clients seeking quick responses or automated updates. Introducing a digital booking system integrated with real-time availability checks could streamline the process further, improving client convenience and satisfaction. By maintaining efficient booking and event preparation processes, while exploring opportunities for digital enhancements, Eldorado Dome can further strengthen its competitive advantage. Ensuring reliability and clarity at every stage of the process will improve client experiences and positively influence purchase intention.

The Influence of Marketing Mix (7P) on Purchase Intention of Eldorado Dome

The empirical investigation into Eldorado Dome's marketing strategy reveals a compelling synergy among the 7P marketing mix elements in driving purchase intention. Building upon Booms and Bitner's (1981) Service Marketing Mix Theory, the study demonstrates how these interconnected components collectively shape customer decision-making processes for venue selection. At the core of Eldorado Dome's value proposition lies its product offering, characterized by expansive capacity and versatile technical

infrastructure, which Kotler and Keller (2016) identify as crucial drivers of purchase intention. This product excellence is complemented by a dynamic pricing strategy that accommodates various event types and risk levels, enhancing perceived value through transparent and flexible payment terms, as supported by Zeithaml's (1988) research on price-value relationships. While the venue's location in Bandung Utara presents certain accessibility challenges due to traffic conditions, Eldorado Dome counterbalances this through extensive parking facilities and spacious accommodations. This strategic approach to place management aligns with Bitner's (1992) findings on the significance of location convenience and infrastructure in purchase decisions. The venue's promotional strategy, primarily leveraging word-of-mouth marketing and strategic partnerships, has proven effective, though opportunities exist to enhance digital presence through improved SEO and targeted advertising campaigns. The human element, represented by Eldorado Dome's dedicated 26-person team, demonstrates exceptional professionalism and customer-centric service delivery, supporting Parasuraman et al.'s (1988) emphasis on staff quality in service excellence. This human factor is further strengthened by streamlined processes, including well-defined booking procedures and efficient event preparation protocols, particularly the venue's H-3 loading access system that optimizes event logistics. Physical evidence, encompassing the venue's impeccable maintenance standards and cleanliness protocols, reinforces customer confidence and trust, consistent with Wakefield & Blodgett's (1999) research on environmental impact on service quality perceptions. The integration of these seven marketing mix elements creates a comprehensive value proposition that positions Eldorado Dome favorably in the competitive event venue market. This holistic analysis reveals that while Eldorado Dome excels in several areas, particularly in product quality and service delivery, opportunities exist to enhance its market position through improved digital marketing strategies and continued focus on accessibility solutions. By maintaining its strengths in venue capacity and quality while addressing these areas for improvement, Eldorado Dome can strengthen its position as a premier event venue, ultimately driving increased bookings and sustainable growth in the competitive events industry.

SWOT Analysis

Table 9. SWOT Analysis

Strength	Weakness
1. Largest indoor venue capacity in Bandung (6,000 standing) (7P Analysis)	1. Location far from city center with limited accessibility (7P Analysis, STP*)*
2. Comprehensive built-in technical infrastructure, reducing setup costs (VRIO, Value Chain).	2. Limited effectiveness of digital marketing, low social media engagement (7P Analysis).
3. Flexible space configuration for various event types (7P Analysis)	3. Limited promotion channels; heavy reliance on website and word-of-mouth (7P Analysis).
4. Extensive parking facilities with capacity for 300 vehicles (7P Analysis, VRIO*)*	4. Limited marketing capabilities to compete effectively (VRIO*)*
5. Specialized facilities for large events, such as VIP lounge and artist rooms (7P Analysis*)*	5. Traffic congestion and accessibility challenges (7P Analysis, STP*)*
6. Structured venue preparation and event execution processes (Value Chain)	

Opportunity	Threat
1. Growing MICE industry in Bandung (PESTLE)	1. Rising operational costs due to minimum wage increase (PESTLE)
2. Increasing number of events post-pandemic (PESTLE)	2. Strict event regulations and permits (PESTLE)
3. Limited competition in large-capacity venues (Porter's 5 Forces)	3. Strong bargaining power of buyers (clients seeking lower prices) (Porter's 5 Forces)
4. Post-pandemic event industry recovery (PESTLE)	4. Competition from integrated venues in city center (Porter's 5 Forces)
5. Bandung's status as potential MICE destination (PESTLE)	5. Market pressure for sustainable practices (PESTEL)

TOWS Matrix Analysis

Table 10. TOWS Analysis

	Opportunities (O)	Threats (T)
TOWS Matrix	O1. Growing MICE industry in Bandung O2. Post-pandemic recovery and increasing events O3. Limited competition for large-capacity venues O4. Bandung's potential as a MICE destination O5. Increased interest in community and corporate events	T1. Rising operational costs due to wage increases T2. Strict event regulations and permits T3. Strong bargaining power of buyers T4. Competition from city-center venues T5. Market pressure for sustainable practices
Strengths (S)	**S-O Strategy**	**S-T Strategy**
S1. Largest indoor venue capacity (6,000 standing) S2. Comprehensive built-in technical infrastructure S3. Flexible space configuration S4. Extensive parking facilities S5. Specialized facilities for large events	1. S1, S3, O1, O3: Promote Eldorado Dome as the leading venue for large-scale MICE events with its unmatched capacity and flexible space. 2. S2, O4: Highlight built-in technical infrastructure to attract high-profile corporate and international events. 3. S4, S5, O5: Position Eldorado Dome as a preferred venue for weddings, exhibitions, and corporate events, emphasizing spacious parking and VIP facilities. 4. S3, O2: Leverage post-pandemic recovery to market flexible venue setups for growing events.	1. S2, S5, T4: Emphasize Eldorado Dome's technical infrastructure and specialized facilities to compete with integrated city-center venues. 2. S1, T3: Use large capacity and flexible configurations to attract price-sensitive clients who prioritize value over location. 3. S4, T5: Highlight parking convenience and efficient infrastructure to appeal to sustainability-conscious organizers. 4. S3, S4, T2: Develop partnerships with event planners to ensure compliance with strict event permits.
Weaknesses (W)	**W-O Strategy**	**W-T Strategy**
W1. Location far from city center W2. Limited effectiveness of digital marketing W3. Limited promotion channels W4. Low social media engagement W5. Traffic congestion and accessibility challenges	1. W2, W3, O2: Enhance digital marketing strategies (SEO, social media ads) to capture post-pandemic event demand. 2. W4, O4: Improve social media engagement through targeted campaigns highlighting Eldorado Dome's strengths for MICE and community events. 3. W3, W5, O5: Expand promotional channels by collaborating with transportation providers and event organizers to address accessibility concerns. 4. W1, O3: Highlight Eldorado's unique serene atmosphere as an alternative to city venues for premium events.	1. W1, W5, T2: Address location issues by offering shuttle services and optimizing access routes to comply with event regulations. 2. W2, W3, T4: Diversify promotional efforts with influencer marketing and partnerships to strengthen Eldorado's position against city-center competitors. 3. W4, T3: Improve customer engagement by offering bundled packages and promotions to counter buyer bargaining power. 4. W1, T5: Adopt sustainable practices (e.g., eco-friendly event solutions) to align with market sustainability demands.

Business Solution

In an effort to increase booking intention at Eldorado Dome, the author proposes **three key strategies** tailored to the company's resources, both tangible and intangible, as well as its operational capabilities, which enable the effective implementation of these strategies.

Position Eldorado Dome as a preferred venue for weddings, exhibitions, and corporate events, emphasizing spacious parking and VIP facilities

Based on the VRIO analysis, Eldorado Dome's technical infrastructure is a valuable, rare, and difficult-to-imitate resource, as competing venues lack ready-to-use production systems and premium facilities like VIP lounges and artist rooms. Leveraging this competitive advantage, Eldorado Dome can promote these features as key differentiators against city-center competitors. The strategy includes highlighting these facilities through virtual tour videos and targeted marketing campaigns, collaborating with event organizers for large-scale events like concerts and exhibitions to showcase the ease and cost-efficiency of its infrastructure, and developing success case studies from past events to build client trust and reinforce its position as a premium event venue.

Promote Eldorado Dome as the leading venue for large-scale MICE events with its unmatched capacity and flexible space

Eldorado Dome's large capacity (6,000 indoor and 12,000 indoor + outdoor) and flexible space configurations are significant competitive advantages, aligning with the growing MICE (Meetings, Incentives, Conferences, and Exhibitions) industry

in Bandung and the limited competition for large-scale venues. To capitalize on this, Eldorado Dome can implement targeted digital marketing campaigns on platforms like LinkedIn and Google Ads, highlighting its capacity and versatility through professional materials like e-brochures, virtual tours, and case studies. Participation in regional and national MICE exhibitions will help connect with event planners and offer early booking incentives to attract new clients. Additionally, forming strategic partnerships with top event organizers and promoting client testimonials will reinforce Eldorado Dome's position as "The Largest and Most Flexible Event Venue in Bandung," building trust and solidifying its reputation as a premium venue for large-scale events.

Enhance digital marketing strategies (SEO, social media ads) to capture post-pandemic event demand.

Based on the VRIO analysis, Eldorado Dome's internal marketing resources are not yet fully optimized but have the potential to be developed through its visually appealing venue content and existing marketing network. The post-pandemic surge in event demand (O2) presents a significant opportunity that can be captured through improved digital marketing strategies. This includes optimizing the venue's website with SEO to increase visibility on Google searches, running targeted paid advertisements on social media platforms like Instagram and Facebook to attract event organizers, wedding planners, and corporate clients, and enhancing social media engagement through interactive content such as client testimonials, successful event videos, and detailed information about Eldorado Dome's capacity and premium facilities.

CONCLUSION AND SUGGESTION

Eldorado Dome has established itself as a versatile event venue in Bandung, catering to large-scale events such as weddings, exhibitions, corporate gatherings, and MICE (Meetings, Incentives, Conferences, and Exhibitions). Its strengths, including extensive capacity, built-in technical infrastructure, and spacious parking, provide significant value to event stakeholders such as event organizers, wedding planners, and corporate clients. However, challenges related to location accessibility, limited promotional efforts, and competition from city-center venues remain.

The findings reveal that all elements of the 7P marketing mix: product, price, place, promotion, people, process, and physical evidence positively influence purchase intention. To address these factors, three strategic initiatives are proposed. First, positioning Eldorado Dome as the preferred venue for diverse events by emphasizing its parking facilities and premium amenities. Second, establishing Eldorado Dome as a leading MICE venue by leveraging its capacity and flexible spaces through targeted industry engagement and partnerships. Lastly, enhancing digital marketing strategies, including search engine optimization (SEO) and social media campaigns, to improve visibility and attract a wider audience. By implementing these strategies, Eldorado Dome can strengthen its market presence, address stakeholder needs, and solidify its position as a leading event venue in Bandung.

REFERENCES

[1] Adi, D. O. R. K., Fathoni, A., & Hasiholan, L. B. (2018). Pengaruh kualitas pelayanan, harga dan promosi terhadap keputusan pembelian produk CKE Teknik Semarang. *Journal of Management, 4*(4). https://jurnal.unpand.ac.id/index.php/MS/article/view/990

[2] Chen, Y.-F., Chen, C.-H., & Lai, J.-S. (2022). Influence of Promotional Formats on Online Consumer Purchase Intention. *International Journal of Innovation in the Digital Economy*, *13*(1), 1–21. https://doi.org/10.4018/ijide.292495

[3] Dalbosco, F. V., Lantelme, E. M. V., & Rech, E. (2021). The influences of the type of information on the purchase intention and performance expectation of residential real estate properties. *Ambiente Construído*, *21*(4), 367–383. https://doi.org/10.1590/s1678-86212021000400574

[4] Danang, S. (2019). *Dasar-dasar manajemen pemasaran (konsep, strategi dan kasus)* (3rd ed.). PT. Buku Seru.

[5] Gituma, M. M. (2017). *Effects of marketing mix on sales performance: A case of Unga Feeds Limited*. United States International University-Africa.

[6] Hidayat Roffik, M. N., Wibowo, S. A., & Zaim, I. A. (2024). Proposed Marketing Strategy to Increase Re-Visit Intention and Purchase Intention of Tourist in Yogyakarta: Case of CV. Jogja Jalan Jalan. *European Journal of Business and Management Research*, *9*(3), 33–48. https://doi.org/10.24018/ejbmr.2024.9.3.2311

[7] Hurriyati, R. (2018). *Bauran pemasaran dan loyalitas konsumen*. Alfabeta.

[8] Izzaty, W., & Imsar. (2022). Pengaruh Marketing Mix (7p)

Terhadap Keputusan Pembelian Konsumen Pada PT. Halal Network International (Studi Kasus Masyarakat Desa Harapan Makmur Selatan). *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi).*, *9*(3), 1561–1576. https://doi.org/10.35794/jmbi.v9i3.44298

[9] Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). Pearson.

[10] Kotler, P., & Armstrong, G. (2019). *Principles of marketing* (17th ed.). Pearson.

[11] Kotler, P., Keller, K. L., & Chernev, A. (2017). *Marketing management* (16th ed.). Pearson.

[12] Kusumawati, R. D., Oswari, T., Utomo, R. B., & Kumar, V. (2014). The influence of 7P's of marketing mix on buying intention of music product in Indonesia. *Procedia Engineering*, *97*(December), 1765–1771. https://doi.org/10.1016/j.proeng.2014.12.328

[13] Levrini, G. R. D., & Dos Santos, M. J. (2021). The influence of price on purchase intentions: Comparative study between cognitive, sensory, and neurophysiological experiments. *Behavioral Sciences*, *11*(2), 1–16. https://doi.org/10.3390/bs11020016

[14] Malhotra, N. K. (2020). In Marketing Research: An Applied Orientation (7th ed). Pearson.

[15] Malhotra, N. K., & Dash, S. J. (2010). An applied orientation. In Marketing Research.

[16] Moch Khatamirul Mukminin, Intisari Haryanti, & Amirul Mukminin. (2024). Pengaruh Physical Evidence terhadap Keputusan Pembelian Konsumen di Snake Coffee. *MUQADDIMAH: Jurnal Ekonomi, Manajemen, Akuntansi Dan Bisnis*, *2*(4), 123–132. https://doi.org/10.59246/muqaddimah.v2i4.1022

[17] Sekaran, U., & Bougie. (2016). In Research Methods for Business: A Skill Building Ap- proach. 7th edition. John Wiley & Sons, Ltd.

[18] Tjiptono, F. (2019). *Pemasaran jasa edisi terbaru*. Penerbit Andi.

[19] Walters, W. A. (1973). The influence of product development on effective marketing. *SAE Technical Papers*, *65*(Icebef 2018), 664–667. https://doi.org/10.4271/730735

[20] Wang, C., Liu, T., Zhu, Y., Wang, H., Wang, X., & Zhao, S. (2023). The influence of consumer perception on purchase intention: Evidence from cross-border E-commerce platforms. *Heliyon*, *9*(11), e21617. https://doi.org/10.1016/j.heliyon.2023.e21617

[21] Wibowo, A. W., & Hartono, A. (2024). The Influence of Influencers on Consumer Purchase Intention on the Instagram Social Media Platform. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, *12*(1), 1469–1480. https://doi.org/10.37676/ekombis.v12i1.4676