

ABSTRAK

Puji Astuti (0802584), “Pengaruh *Event Marketing* terhadap Keputusan Pembelian Produk Rokok Envio Mild (Survei Pada Konsumen Bisnis Mitra Usaha PT. Djarum di Kab. Bandung)” Di bawah bimbingan Dr. Vanessa Gaffar. SE.AK,MBA dan Ayu Krishna Yuliawati, S.Sos. MM

Semakin ketatnya persaingan di industri rokok membuat perusahaan-perusahaan rokok bersaing memperebutkan pangsa pasar. Salah satu strategi pemasaran yang saat ini paling berkembang yaitu *event marketing*. Dalam suatu *event marketing audience* akan secara langsung merasakan suatu pengalaman, sehingga dapat meningkatkan kepekaan (*awareness*) terhadap perusahaan yang melaksanakan *event marketing*. Hal tersebut akan sangat berpengaruh terhadap keputusan pembelian produk yang ditawarkan perusahaan.

Tujuan penelitian ini adalah untuk mengetahui gambaran *event marketing*, keputusan pembelian dan pengaruh *event marketing* terhadap keputusan pembelian produk rokok Envio Mild. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Teknik pengambilan sampel yang digunakan adalah *proportionate stratified random sampling*, populasi penelitian adalah konsumen bisnis mitra PT. Djarum di Kab. Bandung yang berjumlah 212 toko, dan dengan menggunakan rumus sampel, diperoleh sampel 68 responden. Teknik analisis menggunakan koefisien korelasi *pearson product moment*, dan analisis regresi linier sederhana.

Hasil pengolahan data kuesioner menunjukkan bahwa kinerja *event marketing* dan keputusan pembelian produk rokok Envio Mild pada kategori sedang. Hasil perhitungan regresi sederhana adalah besarnya pengaruh *event marketing* terhadap keputusan pembelian produk rokok Envio Mild adalah 23,04% sedangkan sisanya 76,96% dipengaruhi oleh faktor lain yang tidak diteliti oleh peneliti. Saran untuk penelitian berikutnya diharapkan peneliti melakukan kajian pemasaran terhadap PT. Djarum secara lebih luas khususnya pada aktivitas *public relations* lainnya yang mempengaruhi keputusan pembelian produk rokok Envio Mild.

Kata Kunci : *Event Marketing*, Keputusan Pembelian

ABSTRACT

Puji Astuti (0802584), "The Influence of Event Marketing On Purchasing Decision of Envio Mild Cigarette Product (Survey on Consumers of Business Partner Venture PT. Djarum in West Bandung Regency)", under the guidance of Dr. Vanessa Gaffar. SE.AK,MBA and Ayu Krishna Yuliawati, S.Sos. MM

The tighter the competition in cigarette industry, it makes cigarette companies compete for market share. The marketing strategies used between companies are different from one another, one of the marketing strategies that are currently the highest development is through event marketing. In the event marketing audience, there will be direct feeling of an experience given by the marketing event, so that it can increase the sensitivity (awareness) to companies that perform the event marketing. This will greatly affect the decision to buy the products offered by the companies. The purpose of this research is to find out event marketing, purchasing decision of Envio Mild cigarette product and the extent of event marketing influence on purchasing decision of Envio Mild cigarette product. The type of this research is a descriptive study and verification. The sampling technique used was proportionate to size, the study population is consumers business partner venture PT. Djarum in Bandung Regency which totaled 212 stores, and by using the formula sample, obtained a total sample of 68 respondents. The analysis technique used Pearson Product Moment correlation coefficient and simple linear regression analysis. The results of the questionnaires show that event marketing activity and purchasing decision of Envio Mild cigarette product are at very moderate category. The result of simple regression calculation is the influence of event marketing on purchasing decision of Envio Mild cigarette product is amount to 23% while the remaining 77% is influenced by other factors that were not studied by the researcher. Suggestions for subsequent research are expected to conduct marketing research on PT. Djarum more widely especially in public relations such as consideration of publications & publicity, news, community involvement, identity-media, lobbying, and social investment that influence purchasing decision of Envio Mild cigarette product.

Keywords : Event Marketing, Purchasing Decision