

ABSTRAK

RINCE ISKA MANIK. Pengaruh *Event Marketing* Terhadap *Brand Awareness* (Studi Kasus *Event Soft-Launching E-Parking*). Dibimbing oleh AJI PRASETYA HADI., S.Par, M.M.Par dan ASMARA WILDANI PASARIBU, S.Sos, M.M

Event Marketing merupakan suatu *event* yang diselenggarakan oleh kelompok organisasi atau perusahaan tujuannya agar bisa saling menghubungkan antara suatu *brand* dengan konsumen atau *customer* serta memberikan pengalaman secara langsung. Penelitian ini bertujuan untuk mengetahui pertama Pengaruh *Involvement* terhadap *Brand Awareness* pada *Soft-Launching E-Parking*, kedua mengetahui Pengaruh *Interaction* terhadap *Brand Awareness* pada *Soft-Launching E-Parking*, ketiga mengetahui Pengaruh *Immersion* terhadap *Brand Awareness* pada *Soft-Launching E-Parking*, keempat mengetahui Pengaruh *Intensity* terhadap *Brand Awareness* pada *Soft-Launching E-Parking*, kelima mengetahui Pengaruh *Individuality* terhadap *Brand Awareness* pada *Soft-Launching E-Parking*, keenam mengetahui Pengaruh *Innovation* terhadap *Brand Awareness* pada *Soft-Launching E-Parking*, ketujuh mengetahui Pengaruh *Integrity* terhadap *Brand Awareness* pada *Soft-Launching E-Parking*. Jenis penelitian yang digunakan dalam penelitian ini adalah kuantitatif, yang digunakan untuk meneliti populasi dan sampel tertentu. Teknik pengambilan sampel dilakukan secara *purpose sampling* dengan 170 responden, pengumpulan data dengan menggunakan instrumen penelitian, analisis data bersifat kuantitatif/statistik dengan tujuan untuk menguji hipotesis yang telah ditetapkan. Teknik pengolahan data menggunakan SPSS versi 25. Teknik analisis data yang digunakan yaitu uji asumsi klasik, uji regresi linear berganda dan uji hipotesis yang meliputi uji t, uji f, dan uji determinasi. Berdasarkan uji t diketahui bahwa secara parsial variabel *Involvement*, *Interaction*, *Innovation* dan *Integrity* berpengaruh signifikan terhadap *Brand Awareness* pada *soft-launching e-parking*. Dan berdasarkan uji f dan uji determinasi bahwa variabel *Event Marketing* meliputi *Involvement*, *Interaction*, *Immersion*, *Intensity*, *Individuality*, *Innovation* dan *Integrity* secara simultan berpengaruh positif sebesar 61,8% terhadap *Brand Awareness* pada *Soft-Launching E-Parking* dan sisanya 39,2% dipengaruhi oleh variabel lain diluar penelitian ini.

Kata kunci: *Event Marketing*, *Brand Awareness*.

ABSTRACT

RINCE ISKA MANIK. *The Influence of Event Marketing on Brand Awareness (Case Study of E-Parking Soft-Launching Event)*. Supervised by AJI PRASETYA HADI., S.Par, M.M.Par and ASMARA WILDANI PASARIBU, S.Sos, M.M.

Event Marketing is an event organized by a group of organizations or companies whose aim is to be able to connect a brand with consumers or customers and provide direct experience. This study aims to determine firstly the effect of Involvement on Brand Awareness in Soft-Launching E-Parking, secondly to find out the Effect of Interaction on Brand Awareness in Soft-Launching E-Parking, thirdly to find out the Effect of Immersion on Brand Awareness in Soft-Launching E-Parking, fourthly knowing the Effect of Intensity on Brand Awareness on Soft-Launching E-Parking, fifth knowing the Effect of Individuality on Brand Awareness on Soft-Launching E-Parking, sixth knowing the Effect of Innovation on Brand Awareness on Soft-Launching E-Parking, seventh knowing the Effect of Integrity on Brand Awareness on Soft-Launching E-Parking. The type of research used in this research is quantitative, which is used to examine certain populations and samples. The sampling technique was carried out by purposive sampling with 170 respondents, data collection using research instruments, data analysis was quantitative/statistical in nature with the aim of testing the hypotheses that had been set. The data processing technique uses SPSS version 25. The data analysis technique used is the classic assumption test, multiple linear regression test and hypothesis testing which includes t test, f test, and determination test. Based on the t test it is known that partially the Involvement, Interaction, Innovation and Integrity variables have a significant effect on Brand Awareness in the soft-launching of e-parking. And based on the f test and the determination test that the Event Marketing variables include Involvement, Interaction, Immersion, Intensity, Individuality Innovation and Integrity simultaneously have a positive effect of 61.8% on Brand Awareness on Soft-Launching E-Parking and the remaining 39.2% are influenced by other variables outside this study. Keywords: Efficiency, farmer share, marketing margin , red chili pepper.

Keywords: Event Marketing, Brand Awareness.