

**PENGARUH EVENT MARKETING DAN SALES PROMOTION TERHADAP
BRAND IMAGE PADA PT BERNOFARM CABANG KARAWANG**

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ABSTRAK

Adi Kuasa. 15416261201033. Pengaruh Event Marketing dan Sales Promotion terhadap Brand Image pada PT. Bernofarm cabang Karawang. Dibawah bimbingan Bapak Ir. Uus MD Fadli, S.E., M.M dan Ibu Flora Patricia Anggela, S.E., M.M.

Tujuan penelitian ini adalah untuk mengetahui, menjelaskan dan menganalisis pengaruh Event Marketing dan Sales Promotion terhadap Brand Image, serta pengaruh parsial dan simultan Event Marketing, Sales Promotion Terhadap Brand Image di lingkungan PT. Bernofarm Cabang Karawang..

Metode penelitian ini menggunakan metode Deskriptif dan Verifikatif. Dari hasil analisa data penelitian diperoleh beberapa kesimpulan sebagai berikut: (1) Event Marketing sudah Baik, (2) Sales Promotion sudah Cukup Baik, (3) Brand Image sudah Baik dengan Jumlah sample dalam penelitian ini adalah 100 responden. Terdapat pengaruh parsial Event Marketing dan Sales Promotion terhadap Brand Image, Event Marketing memiliki Pengaruh yang positif dan signifikan secara parsial terhadap Brand Image, yaitu sebesar 29,6%. Sales Promotion memiliki pengaruh yang positif dan signifikan secara parsial terhadap Brand Image, yaitu sebesar 21,2%. Terdapat pengaruh secara simultan yang positif dan signifikan antara Event Marketing dan Sales Promotion terhadap Brand Image. Total pengaruh simultan Event Marketing dan Sales Promotion terhadap Brand Image sebesar 50,8%, sedangkan sisanya 49,2% merupakan pengaruh variabel lain (ϵ) yang tidak diteliti.

Kata Kunci : Event Marketing, Sales Promotion dan Brand Image

The Effect Of Event Marketing And Sales Promotion Forward Brand Image At PT. Bernofarm Karawang Branch

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ABSTRACT

Adi Kuasa. 15416261201033. The Effect of Event Marketing and Sales Promotion on Brand Image at PT. Bernofarm Karawang branch. Under the guidance of Mr. Ir. Uus MD Fadli, S.E., M.M and Mrs. Flora Patricia Anggela, S.E.,M.M.

The purpose of this study was to determine, explain and analyze the influence of Event Marketing and Sales Promotion on Brand Image, as well as the partial and simultaneous influence of Event Marketing, Sales Promotion on Brand Image within PT. Bernofarm Karawang Branch .

This research method uses descriptive and verification methods. From the results of the analysis of the research data, several conclusions are obtained as follows: (1) Event Marketing is Good, (2) Sales Promotion is Good Enough, (3) Brand Image is Good with The number of samples in this study are 100 respondents. There is a partial effect of Event Marketing and Sales Promotion on Brand Image, Event Marketing has a positive and significant influence partially on Brand Image, which is equal to 29.6%. Sales Promotion has a positive and partially significant effect on Brand Image, which is equal to 21.2%. There is a positive and significant simultaneous effect between Event Marketing and Sales Promotion on Brand Image. The total simultaneous effect of Event Marketing and Sales Promotion on Brand Image is 50.8%, while the remaining 49.2% is the influence of other variables (ϵ) that are not examined.

Keywords: Event Marketing, Sales Promotion, and Brand Image