

ABSTRACT

The progress of marketing strategies of today's communications to event marketing has entered a new era which is supported by advanced information technology capabilities and the ability to create amazing visual information. Many of the companies are trying to make information with visual design should be thumbs up. It all can not be separated from the idea of progress towards media campaigns, promotion of diverse and dug up and mixed the mortar to get the results of a campaign that is considered unusual and unique that makes people feel interested.

The purpose of this study was to determine how the application event marketing, to determine purchase decisions on Kickfest event, and to determine how much influence the event marketing on consumer purchasing decisions.

This research is descriptive and verification research and quantitative research methods. By using a non-probability sampling techniques and using purposive sampling. Methods of data collection using the questionnaire. Analysis of the data used is simple linear regression analysis. The results showed that Event Marketing significantly influence purchasing decisions by at 0.497, meaning that the event marketing influence purchasing decisions by 49.7%, the remaining 50.3% is influenced by other variables not examined.

Keywords: *event marketing, purchasing decisions.*