

## **ABSTRACT**

*Event and Social Media has an important role for a company that is to increase consumer interest so that the purchase of the product. In the business world there is competition between similar companies to compete to get consumers, especially in the field of fashion. Niion also has several local competitors, especially the city of Bandung that offers similar products. Some of Niion's competitors are equally starting his business in the city of Bandung with its own advantages and advantages. As well as Niion has advantages that are not owned by its competitors by being a bag made of nylon which makes its first splash proof and foldable products in Bandung. The purpose of this study is how much influence Marketing Event (X1) and Social Media Marketing (X2) used by Niion to purchase decision (Y) at PT. NIION Indonesia Utama. The type of this research is descriptive with quantitative approach. By using observation data collection techniques, literature study and questionnaire. The population used in this study is the consumer Niion in the city of Bandung with a sample of 100 respondents are used based on the results of the calculation of the Bernoulli formula. Methods of data analysis used are test data validity, reliability, classical assumptions, descriptive, multiple linear analysis and hypothesis testing. The results of this study showed that  $H_0$  is simultaneously rejected and  $H_1$  accepted. Means Implementation Event Marketing and Social Media Marketing positively affect the Purchasing Decision at PT. NIION Indonesia Utama. The magnitude is 8.7% while the remaining 91.3% is influenced by other factors outside Event Marketing and Social Media Marketing.*

**Keywords : Niion, Event Marketing, Social Media Marketing, Purchase Decision**