

ABSTRACT

PT.Dealpro Indonesia is one of the companies engaged in Event organizer, lack of knowledge of the audience about PT. Dealpro Indonesia is the reason for this research conducted, The purpose of this research is to know the influence of Brand involvement (X1) and Event Involvement (X2) against Brand Awareness (Y) case studies on PT.Dealpro Indonesia in 2019

This type of research is quantitative research, analytical techniques and the data we do is double linear regression, with respondents as many as 100 people who know and have participated in the event that is held Dealpro Indonesia.

Based on the questionnaire that has been distributed by the researchers, the result of the response to the Brand involvement that is performed Dealpro is 82.23% in the category of excellent Catagori, and for the Event involvement of 79.18% which means In good terms, while for the response the respondents Brand Awareness has a value of 76.06% which means in the category of good catagories when viewed with a continuum.

The result of this research is the influence of Brand Involvement and Event Involvement against the Brand Awareness PT. Dealpro Indoneisa with a test result of t_{hitung} Brand Involvement (X1) 3.365 > This 1,987, and for Event involvement (X2) 20,964 > This 1.987 and by using the test F can be learned that brand Involvement and Event Involvement simultaneously affect brand awareness. The contribution of Event involvement and Brand Awareness of 87,4%, which is 12.6% influenced by other factant of Brand Awareness of 87,4%, which is 12.6% influenced by other factors not researched by authors such as Brand and Fit.

Keywords : Marketing,Event marketing,Brand awareness