

ABSTRACT

PT. Dealpro Indonesia is one of the companies engaged in Event organizer, however, the problems faced by Dealpro in creating customer loyalty is the awareness of consumers about the benefit of the events held by PT Dealpro Indonesia and the lack of event content, this is the underlying research is done, with the hope through this research researchers can find out the extent of marketing event applied by PT Dealpro Indonesia influence Customer loyalty , so it can answer the problem.

This type of research is quantitative research, analytical techniques and the data we do is simple linear regression, with respondents as many as 100 people who know and have used the services of PT. Dealpro Indonesia.

Based on a questionnaire that has been disseminated by the researchers obtained the result of the response of the event marketing that applied Dealpro is 77.14% in good category, while for response respondents consumer loyalty has a value of 75.50% which means in a category good when viewed with a continuum.

The result of this research is the influence of event marketing on customer loyalty at PT. Dealpro Indonesia with the results of the F Test Fcalculate event Marketing (X) 102,304 > Ftablel 3.94 can be learned that the event marketing affects consumer loyalty, which is 48.9% influenced by other factors that are not researched authors such as sales promotions, consumer satisfaction and image brand.

Keywords: Marketing, Event marketing, Consumer loyalty