

## **ABSTRACT**

Intense competition in the business world is a global phenomenon that affects almost all developed and developing countries. Various regional, national and international companies have sprung up to color the dynamics of a country's economy. In the context of business competition, each company makes every effort to implement marketing strategies in order to increase product sales and maintain its brand image and market share. Marketing activities through event marketing is a marketing strategy that is considered to be competitive in order to face competition. Event marketing is increasingly prevalent among business people who can maintain and enhance the brand image of the company itself in order to get a good image from the company's customers.

This study aims to determine how big the role of event organizer service companies in carrying out promotional activities through event marketing of the Summarecon Bandung company brand image. This research uses quantitative methods and descriptive research types. Sampling was done by means of non probability sampling, with the number of respondents as many as 100. data collection through a questionnaire as many as 100 respondents. Test data using validity test, reliability test, analysis using simple linear regression and t test.

Based on the results of descriptive analysis of the event marketing variable, it was obtained a percentage of 83.95%, the number was in the very good category, while regarding the brand image variable, it was obtained a percentage of 85.77% that number was in the very good category. Based on the results of simple linear regression, the results obtained  $Y = 6,439 + 0.728 X$ . Based on the coefficient of determination test results, it can be concluded that the variable Event Marketing (X) has a significant effect on brand image (Y) at Summarecon Bandung.

***Key Word : Event Marketing , Brand Image***