

ABSTRACT

In the business world there is competition between similar companies to compete for the hearts of consumers, this makes the company to do a variety of marketing strategies to be able to survive in the competition, Yamaha Indonesia Motor Manufacturing (YIMM) or PT Yamaha is one of the manufacturing companies providing two-wheeled transportation equipment quite exist in Indonesia with various types of products and all its advantages, one of the marketing strategies used by various companies is event marketing. Event marketing has an important role for the company, because the event is one of the marketing communication media that provides opportunities for consumers to interact directly with the company, brand, or community. So as to increase consumer interest in purchasing a product by utilizing the consumer experience gained from the event. This study aims to find out how Event Marketing and Purchasing Decisions of PT Yamaha and to find out how much influence Marketing Event has on Purchasing Decisions at PT Yamaha. Data collection techniques in this study used a questionnaire given to 100 respondents with the research variables asked were Event Marketing and Purchasing Decisions, the results of the questionnaire were processed using simple linear regression. The results of the study showed that Event Marketing was able to influence the Purchasing Decision of 61.3% while the remaining 38.7% was influenced by other factors not explained in this study.

Keywords: Transportation, Event Marketing, Purchasing Decisions