

ABSTRACT

The beverage industry currently has great business opportunities in Indonesia. However, as great opportunities arise, business competition becomes fierce. PT. Amerta Indah Otsuka as the largest nutrition manufacturing company in Indonesia which is famous for the isotonic beverage product Pocari Sweat, must be able to maintain interest in buying its products.

There are many ways that these companies do to market their products, one of which is event marketing. Event Marketing is a marketing method used by Pocari Sweat which aims to increase interest in buying products.

The purpose of this study was to examine and analyze the effect of event marketing (X) on buying interest (Y) at the Pocari Sweat Run Bandung event. This research uses quantitative research methods with descriptive and causal research types. The sampling technique in this study is non-probability sampling with purposive sampling. The samples tested were 100 respondents with a population of 26,500 participants in the Pocari Sweat Run Bandung. The data analysis technique used is a simple linear regression analysis.

Based on the hypothesis testing using the T-test that there is an influence of Event Marketing on buying interest, this is based on the results of hypothesis testing with the t-test, obtained the results of $t_{count} > t_{table}$ ($11,125 > 1,984$) and a significance of $0.000 < 0.05$, then H_0 is rejected and H_a is accepted with the amount of contribution from the coefficient of determination of 55.8%.

Keyword: Event Marketing, Buying Interest