

ABSTRACT

PT. Pupuk Kujang Indonesia is one of the companies engaged in the manufacturing of fertilizers, there is also one of the strategies of PT. Pupuk Kujang Indonesia in introducing its products by holding an event called Kujang Fest 2020, in this event PT. Pupuk Kujang Indonesia can inform the product -products. With the hope that through an event held by PT. Pupuk Kujang Indonesia, companies can find out about purchasing decisions through the Kujang Fest 2020 event.

The type of research used is quantitative research, the analysis technique and data that we do is Simple Linear Regression, with 100 people participating in the Kujang Fest 2020 event.

Based on the questionnaire that has been distributed by the research, it was found that the results of the recipient's response to the Marketing Event carried out by PT.Pupuk Kujang Indonesia were 80% in the good category, while for the respondent's response to the purchase decision it had a value of 81% which means it is categorized as good when viewed from the continuum line

The results of this study are the influence of event marketing on purchasing decisions at PT. Pupuk Kujang Indonesia with the results of the t test obtained $t_{count} = 3.713 > t_{table} 1.984$, so partially the Event Marketing variable has an effect on purchasing decisions because $t_{count} >$ than t_{table} and sig. the resulting value of 0.000 in the coefficient table is smaller with a probability value of 0.05, it can be concluded that H_0 is rejected and H_1 is accepted, so it can be concluded that the Event Marketing (X) variable has a significant relationship to Purchase Decision (Y) at the Kujang Event. Fest 2020. The magnitude of the influence of variable X on Y is 0.123 which means 12.3%.

Keywords: Marketing, Event Marketing, Purchase Decisions.