

ABSTRACT

Today's business competition is getting tougher, one of which is in the local Indonesian fashion industry, where there is a competition by offering similar products to the same target market, thus demanding companies or brands in the fashion sector to be more innovative in managing their business and presenting a better marketing appropriate. Erigo Store is a local fashion brand from Indonesia that recently went international to participate in the New York Fashion Week event involving a number of major Indonesian influencers. This is done to build a positive perception of Erigo Store consumers towards the brand and increase consumer confidence in Erigo Store products. The purpose of this research is to find out and analyze the influence of New York Fashion Week Erigo X event marketing and influencer credibility to influence Erigo Store brand loyalty directly or indirectly through purchasing decisions.

This research uses a quantitative method with descriptive-causality research type. The population in this study are Erigo Store consumers with the criteria that these consumers know the New York Fashion Week Erigo X event and know a number of influencers involved. Sampling was done by non-probability sampling method, with the number of respondents as many as 288 people. The data analysis technique used is descriptive analysis and causality analysis using SEM-PLS.

Based on the findings in the study, it was found that event marketing and influencer credibility had a significant simultaneous and partial effect on purchasing decisions for Erigo Store products. Then event marketing and influencer credibility simultaneously have a significant effect on Erigo Store brand loyalty, but partially only influencer credibility has a significant effect on Erigo Store brand loyalty. Event marketing has a significant effect on Erigo Store brand loyalty only indirectly, namely through purchasing decisions for Erigo Store products, while influencer credibility has a significant effect on Erigo Store brand loyalty directly or indirectly through purchasing decisions for Erigo Store products.

Keywords: *Event marketing, influencer credibility, purchase decisions, brand loyalty*