

ABSTRACT

The intense competition in the ready-to-drink milk industry compels companies to adopt more creative and interactive marketing strategies. PT Nutrifood Indonesia faces the challenge of increasing awareness and purchase decisions for HiLo Protein UHT Chocofit, a product categorized as new in the market. One of the strategies implemented is event marketing, combined with engagement from sports communities in Bandung, to attract health-conscious consumers with active lifestyles. This study aims to examine the extent to which event marketing influences the purchase decision of HiLo Protein UHT Chocofit, both directly and indirectly through purchase intention as an intervening variable. The research focuses on small-scale events regularly held by Nutrifood at Nutrihub Bandung in support of HiLo Protein UHT Chocofit. The site was selected due to the researcher's direct involvement in the events and ease of access to relevant respondents.

A quantitative approach was employed in this research. Data were collected through questionnaires distributed to 218 respondents who had participated in HiLo Protein UHT Chocofit events organized by Nutrifood Bandung using purposive sampling through Google Form. The analysis was conducted using Partial Least Squares (PLS) with the SmartPLS 4.0 software to assess the validity, reliability, and significance of relationships among variables in the research model.

The results show that event marketing has a positive and significant effect on purchase intention, which in turn significantly influences purchase decision. Furthermore, event marketing indirectly affects purchase decisions through purchase intention as an intervening variable. This highlights the important mediating role of purchase intention in bridging event marketing and consumer purchase decisions.

This study contributes to Nutrifood's understanding of the effectiveness of event marketing strategies in encouraging purchase decisions. It is recommended that the company expand event audiences to include non-sport communities aligned with healthy lifestyles. Product activation strategies should also be optimized at key retail points through sampling and targeted promotions. To convert purchase intention into actual buying behavior, events should incorporate conversion elements such as exclusive discounts, pre-order systems, or product subscription packages. Leveraging participant-generated content and evaluating event impact through sales data and follow-up surveys are also essential for measuring the overall effectiveness of the strategy.

Keywords: *Event Marketing, Purchase Intention, Purchase Decision, HiLo Protein UHT Chocofit, Nutrifood*