

**DAMPAK *EVENT MARKETING* TERHADAP KEPUTUSAN PEMBELIAN
AIR MINUM DALAM KEMASAN (AMDK) MERK MAAQO**

ABSTRAK

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Penelitian ini bertujuan untuk mengetahui dan menjelaskan pengaruh *event marketing* terhadap keputusan pembelian air minum dalam kemasan (AMDK) merk Maaqo. Penelitian ini menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. Populasi yang digunakan yaitu konsumen Air Minum Dalam Kemasan (AMDK) merk Maaqo dengan sampel sebanyak 97 responden. Analisis data menggunakan analisis regresi linier sederhana dengan bantuan program SPSS versi 23. Berdasarkan hasil penelitian menunjukkan bahwa *event marketing* mampu memberikan kontribusi pada peningkatan keputusan pembelian Air Minum Dalam Kemasan (AMDK) merk Maaqo. Adapun *event marketing* termasuk sudah cukup baik sehingga kinerjanya ikut meningkatkan keputusan pembelian.

Kata Kunci : *event marketing* dan keputusan pembelian

***THE EFFECT OF THE MARKETING EVENT ON THE MAAQO
PACKAGING OF DRINKING WATER***

ABSTRACT

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This research had to find out and explain how the marketing event affected the Maaqo packaging of drinking water. The research employed an explanatory research method carried out by data collection in the field. The population used in the Maaqo tube packed with 97 samples. Analysis use simple linier regression analysis with the help of version 23 SPSS programs. Based on the research suggested that the marketing event was able to contribute to the increase in the Maaqo packaging decision. As for the marketing event, it's been quite good enough that his performance helped increase the purchase decision.

Keywords : marketing event and escape decisions