

ABSTRACT

PT. Tunas Ridean Tbk is one of the companies engaged in vehicle providers in Indonesia. The company has a head office located in Jakarta. As the development of technological advances can not be denied that every human being needs a vehicle both motorcycles and cars to travel to a place. With advances in increasingly sophisticated technology, of course, to market a vehicle must also use interesting ways and create an event in order to provide effective and impressive information to consumers. One way to attract consumers is by carrying out Event Marketing activities in which Event Marketing activities are indispensable in marketing a vehicle so that consumers can get the information they want to know. Marketing events conducted by companies aim to introduce a product to consumers and prospective customers. Consumers have an interest in buying a product based on several factors, one of which is marketing events conducted so that consumers are interested in buying products offered by the company. Event Marketing is a form of marketing communication that can maintain a company's brand image. The effect of event marketing is buying interest. Buying interest arises when a consumer is affected by the quality of a product and information about the product. The purpose of this research is to find out how the Event Marketing is implemented, to find out consumers' buying interest in All New Terios cars, and to find out how much influence this Event Marketing has on consumer purchase interest in All New Terios cars. The results of this research are event marketing influences consumer buying interest.

This research uses quantitative methods.

Keywords: Event Marketing, Purchase Interest.