

ABSTRACT

In the modern era such as the current development of the company and economic growth in Indonesia continues to grow, especially in the city of Bandung. One of them is the company PT. Kawasaki Indonesia, to achieve company goals, then each company uses a strategy to promote. One form of promotion used is Event Marketing. Event Marketing carried out by the company must also be on target so as to lift the brand image of a company for consumers. Brand images are perception and beliefs held by consumer, as reflected by associations embedded in consumer memory. This study aims to determine the effect of Event Marketing on Interest Buy the Kawasaki Ninja 250 motorbike in Bandung in 2019.

This research was conducted using descriptive methods using quantitative. This research sample unit was 100 visitors who held the PT. Kawasaki Indonesia event. The results of the questionnaire distribution were processed using SPSS 25. The data analysis technique used in this study was simple linear regression.

Based on the results of the study, obtained the results of a significant marketing event on buying interest on the Kawasaki Ninja 250 motorbike. Based on the calculation of the coefficient of determination shows the independent variable consisting of marketing events on Buy Interest of 74.6%. While the remaining 25.4% was welcomed by other variables not discussed in this study such as sales promotions