

ABSTRACT

The rapid era of globalization 4.0 has an impact on people's lifestyle to become increasingly consumptive. This phenomenon also affects producers in market their products, so that a competitive climate in the industry become more tighter. The government has launched a road map towards Indonesia 4.0 as a strategic foundation and clear direction in the development of the national industry. The automotive industry is one of the five manufacturing industry sectors that are required to be pioneers in implementing the industrial revolution 4.0. Honda Motor in West Java is at the top of the automotive industry market for motorbikes, which has dominated the market share for the last five years. Event marketing is known to be a promotional activity that dominates the marketing strategies implemented by the promotion department, but the objective of the event activities is not specifically directed to generate direct sales, while the sales department is aggressively implementing sales promotion programs for these event activities.

This study assesses the potential for impulse buying behavior of consumer with the sales promotion and event image as influenced variables on event marketing activities of Honda Motor in West Java. Therefore, the aim of this research is to describe descriptively the value of sales promotion, event image and impulse buying, as well as to test the significance of the relationship and influence between these variables and to prove the potential for impulse buying behaviour of cosumer to occur in motorcycle products.

Descriptive analysis with a causal study approach through quantitative methods was used in this study to measure the responses of respondents as many as 65 people who were registered to buy Honda motorbikes on event held in a mall in February to March 2020. The sampling technique was carried out by non-probability sampling, namely purposive sampling. Data collection using questionnaires support with hypothesis testing using SEM-PLS analysis.

The results showed that the respondents' responses to the variable impulse buying were in the good category (71.4%), the analysis of the direct effect of sales promotion through event images on impulse buying indicated that there was an effect of 0.132 with sales promotion having a positive and significant impact on impulse buying, while event image did not positive and significant effect on impulse buying Honda Motor consumers in West Java. This implication concludes that there is a potential for impulse buying behavior on Honda motorcycle consumers in West Java which can be explained by the influenced of sales promotion program at the event being held.

This finding confirms that the implementation of objectives in the event marketing program can be determined explicitly by Honda Motor companies to generate direct sales (hard sales) through sales promotion programs that can motivate impulse buying behavior.

Keywords: *Sales Promotion, Image Event, Brand Image, Impulse Buying, SEM, Event Marketing*