

ABSTRACT

The progress of marketing strategies in the form of communication at this time towards event marketing formed by a concept and then packaged in the form of an event so that it attracts visitors to attend the event so that the emergence of a promotion within the company will lead to the emergence of buying interest that leads to purchasing decisions on products offered by the company. So the promotion that is considered unusual and unique makes people feel interested

KICKFEST Bandung is a clothing expo located in Bandung, KICKFEST Bandung is an annual event organized by PT Dyandra Promsindo in collaboration with the Kreative Independent Clothing Community (KICK), an event management and communication consultant program. KICKFEST is an event that markets local fashion products using the concept of event marketing with the concept of a cuarterd bazaar. KICKFEST conducted an event marketing in an effort to attract visitors to make purchasing decisions on local fashion products. This research is to find out how the description of marketing events and purchasing decisions and to find out how the influence of marketing events on purchasing decisions.

This research is included in the type of descriptive research as well as quantitative research methods. By using non-probability techniques and using purposive sampling. The data collection method uses a questionnaire. Analysis of the data used is a simple linear regression analysis. The results showed that event marketing had a significant effect on purchasing decisions by 0.727, meaning that event marketing affected the purchasing decisions of 52.85%, the remaining 47, 15 were influenced by other factors not examined.

Keywords Event marketing, Purchasing Decisions, Fashion Products, Local.