

Pengaruh efektivitas event marketing terhadap buying intention produk speedy instan (studi kasus : speedy national basket league) = Effect of event marketing effectiveness against buying intention speedy instan products (case study : speedy national basket league) / Mustakim Wahyudi

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Abstrak

[ABSTRAK

Penelitian ini membahas tentang pengaruh efektivitas event marketing terhadap buying intention produk Speedy Instan. Event marketing merupakan salah satu aktivitas promosi yang dilakukan oleh banyak brand dengan tujuan untuk dapat meningkatkan brand involvement, brand emotion dan brand attitude. Selain aspek brand yang menjadi perhatian juga dilakukan penelitian terhadap aspek event itu sendiri. Perpaduan antara brand dan event merupakan dua faktor penting dalam pengukuran efektivitas suatu event marketing dan juga terhadap buying intention dari suatu produk.

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ABSTRACT

This study discusses the influence of the effectiveness of event marketing to the intention of buying the product speedy instant. Event marketing is one of the promotional activities undertaken by many brands with the aim to increase brand involvement, brand attitude and brand emotion. In addition to the brand aspect of concern was also conducted research on aspects of the event itself. The combination of brand and event are two important factors in measuring the effectiveness of a marketing event and also the intention of buying a product., This study discusses the influence of the effectiveness of event marketing to the intention of buying the product speedy instant. Event marketing is one of the promotional activities undertaken by many brands with the aim to increase brand involvement, brand attitude and brand emotion. In addition to the brand aspect of concern was also conducted research on aspects of the event itself. The combination of brand and event are two important factors in measuring the effectiveness of a marketing event and also the intention of buying a product.]