

KAJIAN *EVENT MARKETING* KICKFEST 2018 TERHADAP *BRAND IMAGE* T-CASH DI KOTA BANDUNG

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ABSTRAK

Pada era modern seperti saat ini banyak orang yang menggunakan *electronic money* untuk mempermudah transaksi dan menghemat waktu. Salah satu penyedia jasa E-Money yaitu T-Cash. Salah satu bentuk promosi yang digunakan adalah *event marketing*. *Event marketing* yang dilaksanakan perusahaan juga harus tepat pada sasaran agar mengangkat citra merek suatu perusahaan bagi konsumen. Citra merek adalah persepsi dan keyakinan yang dipegang oleh konsumen, seperti yang dicerminkan asosiasi yang tertanam dalam ingatan konsumen.

Penelitian ini bertujuan untuk mengkaji *event marketing* KickFest 2018 terhadap *brand image* T-Cash di Kota Bandung, penelitian ini menggunakan metode kuantitatif dengan jenis penelitian deskriptif verifikatif. Pengumpulan data melalui kuesioner sebanyak 100 responden. Uji data melalui uji validitas, reliabilitas. Analisis menggunakan regresi linier sederhana dan uji hipotesis.

Berdasarkan hasil perhitungan koefisien determinasi dan uji hipotesis menunjukkan bahwa terdapat pengaruh signifikan antara *event marketing* KickFest 2018 terhadap *brand image* T-Cash di Kota Bandung yaitu sebesar 68,3%. Sisanya dipengaruhi oleh faktor lain diluar penelitian sebesar 31,7%.

Kata Kunci : *Event Marketing, Brand Image, Electronic Money.*

The Study of Event Marketing KickFest 2018 Toward Brand Image T-Cash In Bandung City

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ABSTRACT

Nowadays, there are many people using electronic money to make their transaction easier and save their time. One of the E-Money service provider is T-Cash. One kind of promotions which is used is event marketing. Event marketing which is done by the company have to be right on the target in order to promote the brand image of a company for the customers. The brand image is a perception and a trust hold by the customers, like something reflected by the association which is embedded in the customers mind.

The goal of this research is the study of event marketing KickFest 2018 toward brand image t-Cash in Bandung City. This research is using quantitative method by descriptive verificative research type. The data collection through questionnaire followed by 100 respondents. The data testing using validation and reliability test. The analysis using linier regression and hypothesis testing.

Based on the result of determination coefficient calculation shown that there are significance effect between event marketing kickfest 2018 and brand image T-Cash in Bandung City at 68,3% the remains of it is effected by other factors outside the research at 31,7%.

Keyword : Event Marketing, Brand Image, Electronic Money.