

**PENGARUH *EVENT MARKETING* DAN *BRAND EXPOSURE* TERHADAP
PEMBENTUKAN *BRAND LOYALTY* MELALUI KEGIATAN POCARI SWEAT RUN
2025 DI BANDUNG.**

Ditulis oleh :

Tesa Marlina

Dibimbing oleh :

Dr. Ir. Dani Dagustani, M.M., CMA

ABSTRAK

Penelitian ini bertujuan untuk menganalisis Pengaruh Event Marketing dan Brand Exposure pada kegiatan Pocari Sweat Run 2025 di Bandung, serta pengaruh keduanya terhadap loyalitas merek (Brand Loyalty). Latar belakang penelitian ini didasari oleh meningkatnya persaingan industri minuman isotonik yang menuntut perusahaan untuk tidak hanya meningkatkan kesadaran merek, tetapi juga membangun loyalitas konsumen. Metode penelitian menggunakan pendekatan kuantitatif melalui kuesioner kepada 100 peserta yang pernah mengikuti event Pocari Sweat Run lebih dari 3 kali,, dengan metode non probability sampling. Data dianalisis dengan uji validitas, reliabilitas, rerresi dan koefisien korelasi untuk melihat hubungan antaar variabel. Hasil penelitian menunjukkan bahwa Event Marketing berpengaruh secara positif dan signifikan terhadap Branad Loyalty. Brand Exposure berpengaruh secara positif dan signifikan terhadap Brand Loyalty. Secara simultan Event Marketing dan Brand Exposure berpengaruh positif dan signifikan terhadap Brand Loyalty

Kata Kunci: *Event Marketing, Brand Exposure, Loyalitas Merek*

***THE EFFECT OF EVENT MARKETING AND BRAND EXPOSURE ON BRAND
LOYALTY IN THE POCARI SWEAT RUN 2025 EVENT IN BANDUNG***

Written by:

Tesa Marlina

Perceptor by :

Dr. Ir. Dani Dagustani, M.M., CMA

ABSTRACT

This study aims to analyze the impact of Event Marketing and Brand Exposure in the Pocari Sweat Run 2025 event in Bandung, as well as their influence on Brand Loyalty. The background of this study is based on the increasing competition in the isotonic beverage industry, which requires companies not only to enhance brand awareness but also to build long-term consumer loyalty. This research employs a quantitative approach using questionnaires distributed to 100 respondents who have participated in the Pocari Sweat Run event more than three times, selected through a non-probability sampling method. The data were analyzed using validity and reliability tests, regression analysis, and correlation coefficient analysis to examine the relationships among variables. The results indicate that Event Marketing has a positive and significant effect on Brand Loyalty, Brand Exposure has a positive and significant effect on Brand Loyalty, and simultaneously Event Marketing and Brand Exposure have a positive and significant effect on Brand Loyalty.

Keywords: Event Marketing, Brand Exposure, Brand Loyalty.