

LITERATURE OF REVIEW THE INFLUENCE OF EVENT STRATEGY, CUSTOMER LOYALTY AND PRODUCT ON PURCHASE DECISIONS FOR THE LOONY FASHION BRAND

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ABSTRACT

This research focuses on a literature review that examines the influence of event strategy, customer loyalty and product on purchase decisions. This research examines Loony Fashion Brand products. The research was designed using a quantitative approach with the population of visitors who had used the brand at Bazaar Mall Grand Galaxy Park. The results of the data and information collected will then be processed for feasibility and hypotheses using SPSS 25 statistical tools.

INTRODUCTION (Start on new page, separated from title page above)

The development of marketing technology is increasingly growing with business competition. A company's promotional activities are always progressing and innovative, various ideas are carried out to promote and introduce a product. In competition in the fashion sector. In today's diversity in Indonesia, there is a market area that promises new opportunities and challenges where a market segment owned by a company can spread widely. Indonesia's tropical climate has resulted in increasingly mushrooming competition in the event marketing business. Several brands stand up and compete to attract consumer attention from competitors with the aim of maintaining and increasing consumer loyalty.

Brand companies are required to be able to determine the right marketing strategy in order to survive and win the competition, so that the goals of the brand company can be achieved. Every company must work hard to create new strategic policies in marketing their goods to consumers, one of which is providing the best service to customers. In this case, marketers must create effective marketing strategies and service strategies, that is, they need to first understand what business they are running because the service or goods business is a business.

The strategy of retaining customers is a strategy that must be carried out by business owners today, many business owners want to retain customers using

methods or strategies that each businessman has, because there is more and more business competition operating in the same field and must have different strategies from competitors. to bind customers and use the products produced. Therefore, a businessman must have different methods or tactics from other businesspeople to provide comfort to customers so that customers have reasons to choose the products they produce (Nurfarhana, 2012)

Event Marketing is a type of promotion that is often used by companies or connects a brand to a thematic event or party which is developed with the aim of creating an experience for consumers and promoting a product or service. Marketers often carry out marketing events to associate their products with popular activities such as sporting events, concerts, fairs or festivals. However, marketers still hold their own events for promotional purposes.

Belch (2018) states that event marketing is a form of promotion carried out by companies where the brand owned by a company is associated with an activity that has a special theme and has the aim of ensuring that a product can be promoted and consumers experience the experience of participating in the activity. Meanwhile, according to Baack (2018), event marketing is when a company spends money to create its own event or sponsor a program or event. Event marketing is basically an event that is built to bring people together over a certain period of time to achieve predetermined goals (Jackson, 2013). According to Gupta (2003), event marketing also allows companies to strengthen products or services and can encourage sales with event concepts and specific goals. Event marketing is a means for a company to communicate its brand to participants or consumers by involving participants or consumers in events created by the company (Putri, 2016). According to Kotler (2017) marketers can also use event marketing or sponsorship to promote a brand.

THEORETICAL REVIEW

Purchase Decision

There are definitions related to purchasing decisions, including (Alma, 2016) who believes that purchasing decisions are decisions made by consumers which can be influenced by financial factors, related to technology, political needs, culture, products, price, place, offer, physical evidence, people, process. In this way users develop an attitude to process all the information and conclude based on the answers what kind of product they want to have.

Consumer purchasing decisions are defined (Tjiptono, 2014) as a process in which consumers identify a problem, then receive all the information related to a particular product or label. Meanwhile (Kotler & Keller, 2016) argue that the decision to buy from consumers is a form of consumer behavior. Consumer behavior is how a person, group or even organization chooses, buys, uses and how goods, services, ideas or experiences satisfy their needs and desires. The decision to buy cannot be separated from the nature of the consumer himself (consumer behavior), therefore every consumer has different purchasing habits.

Marketing strategy

Experts understand strategy in many ways, according to Marrus strategy is defined as a process in which top managers establish plans that focus on the long-term goals of the organization and at the same time formulate methods or efforts to achieve targets (Wibowo et al., 2015). Meanwhile, according to Prahalad, strategy is specifically defined as actions that are incremental (always improving) and sustainable and implemented in accordance with what customers expect in the future. (Ali & Anwar, 2021).

Based on the previous understanding, it can be said that marketing strategy is a series of implementations that lead to goals as well as innovative and creative thinking models that face trends that influence interests inside and outside the company. and the future, the company itself. Part of the strategymarketing which is widely implemented by several companies is the distribution ofmarketing itself or better known asmarketing mix.

Customer loyalty

According to Dick and Basu, loyalty has motivational, perception and behavioral effects (Tjiptono, 2015). First, motivation tends to seek information about alternative products, brands, or suppliers as consumer experience, learning, satisfaction, and repeat purchases increase. Second, niche consumers are highly resistant to charm. Third, customer loyalty also influences behavior (word of mouth behavior), especially when consumers undergo significant emotional experiences.

The definition of loyalty according to Griffin (Puspaningrum, 2017) is defined as non-random purchases expressed by a decision unit over time. In addition, Griffin explains the characteristics of loyal customers as the nature of regular repeat purchases, purchases across various product and service lines, referrals, and immunity to the attraction of competitors (Griffin, 2016). Based on the insights of the experts above, it can be said that the most important success factor for the success of a business is customer loyalty which has an influence on motivation, perception and behavior. Emotional attachment enables sensitive customer loyalty management. As a brand owner, a company must pay attention to customer loyalty. Customer experience becomes their measuring tool when deciding whether to use the brand again or not.

Product

Products are anything that can be presented to the public in order to get attention, be owned, be useful, even to satisfy desires and needs (Kotler and Keller, 2016). According to (Alma, 2016), a product is a set of tangible and intangible characters, such as color,price, reputation of goods/services, retail reputation, as well as manufacturing and retail services that can be provided and satisfied by consumers. consumer needs and desires. Meanwhile (Tjiptono, 2014) a product is defined as everything offered by a producer to the market to get attention, demand, purchase and consumption to satisfy the needs or desires of the market concerned.

Conceptual Framework

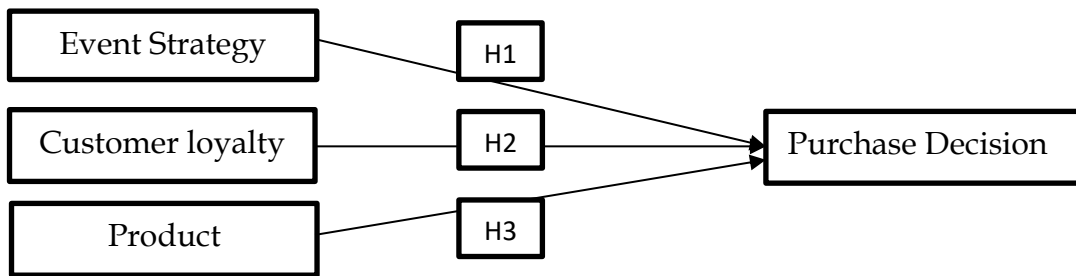


Figure 1. Conceptual Framework

Hypotheses

- H1. There is an influence from marketing strategy (event) on Purchase Decision
- H2. There is an influence from Customer loyalty on Purchase Decision
- H3. There is an influence from Product on Purchase Decision

METHODOLOGY

When conducting research, planning is needed so that the research can run well. Research planning is a plan from researchers or planning as a plan for activities to be carried out (Arikunto et al., 2021). This research uses a descriptive method or an activity that involves collecting data to test hypotheses or answer questions about the current situation being researched.

The main purpose of using this method is to describe the nature of situations that arise during the research and to find out the causes of some symptoms. This research uses a validity test and a reliability test to determine whether the survey instrument is valid or not. Data collection uses survey techniques and questionnaires designed for respondents.

The data obtained was then processed with a statistical model using the SPSS program. There are two variables used in this research. According to Sugiyono, a research variable is an attribute or trait or value in a person, object or activity that has certain variations, is determined by the researcher, and then concluded (Sugiyono, 2019).

The population comes from English vizpopulation which means the number of residents. In research methods, the word population is very popular to refer to the family or group of objects studied. The research population is a group of research objects (the universe) which can be humans, animals, plants, air, symptoms, values, events, attitudes to life, etc. Thus, these objects can become sources of research information (Bungin, 2014). In this research, a population is used which is buyers or consumers of brand Loony while at Bazaar Mall Grand Galaxy Park.

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