

PENGARUH *EVENT MARKETING* DAN *PRODUCT QUALITY* TERHADAP *BRAND AWARENESS* PADA PRODUK PLESTER LUKA NEXCARE

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ABSTRAK

Studi ini bertujuan untuk menganalisis strategi promosi menggunakan *event marketing* dan *product quality* terhadap *brand awareness* pada produk plester luka Nexcare sebagai pendatang baru dalam industry *health care* Indonesia. Penelitian ini menggunakan data primer yang berasal dari 151 responden yang mengikuti acara donor darah Nexcare bersama PMI selama bulan Mei hingga Juni 2013. Data dikumpulkan melalui penyebaran kuesioner menggunakan teknik *convenience sampling*. Metode analisis data yang digunakan adalah analisis kuantitatif menggunakan analisis linear sederhana. Hasil penelitian menunjukkan bahwa variabel *event marketing* dan *product quality* berpengaruh secara positif dan signifikan terhadap *brand awareness*. Berdasarkan analisis keragaman terhadap *product quality*, terdapat perbedaan keragaman kelompok jenis kelamin dan usia. Sementara itu tidak ditemukan perbedaan keragaman dalam variabel *event marketing* dan *brand awareness*.

Kata kunci: *event marketing*, *product quality*, *brand awareness*.

THE EFFECT OF EVENT MARKETING AND PRODUCT QUALITY ON BRAND AWARENESS OF THE BAND AID NEXCARE PRODUCT

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ABSTRACT

The aims of this study are to analyze the promotion strategy of using event marketing and product quality on brand awareness of product Nexcare band aids as a new entrant in the health care industry Indonesia. This research employs both primary data and secondary data were obtained from 151 respondents who attended the event blood donor held by Nexcare and Indonesian Red Cross (PMI) during May and June 2013. The data were collected through questionnaires using convenience sampling method. This is a method of quantitative data analysis which were analyzed using simple linear regression. The result showed that event marketing and product quality have a positive and significant influence on brand awareness. Based on the analysis of the diversity of the product quality variables, the analysis shows there are differences in the group of gender and age. Meanwhile, there are no differences in all of group on event marketing and brand awareness.

Key words: event marketing, product quality, brand awareness.

