

**PENGARUH *SPECIAL EVENT* DAN LOKASI TERHADAP *BRAND AWARENESS*
PENGUNJUNG *GRAND INDONESIA SHOPPING TOWN***

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Special Event* dan Lokasi terhadap *Brand Awareness* pengunjung *Grand Indonesia Shopping Town*. Penelitian ini juga bertujuan untuk mengetahui seberapa besar pengaruh *brand awareness* pengunjung ketika sedang mengadakan *special event* dan seberapa banyak orang yang tertarik dengan *special event* yang dibuat oleh Grand Indonesia. Data yang digunakan untuk penelitian ini diambil dari 150 pengunjung *Grand Indonesia Shopping Town* yang pernah dan sedang mengikuti *special event*. Selain itu hasil penelitian juga menunjukkan bahwa terdapat pengaruh dari lokasi *Grand Indonesia Shopping Town* dikarenakan lokasi yang strategis dan berada di pusat kota Jakarta. Hasil penelitian menunjukkan terdapat pengaruh positif dan signifikan dari *Special Event* dan Lokasi terhadap *Brand Awareness* pengunjung *Grand Indonesia Shopping Town*.

Kata kunci : *Special Event, Brand Awareness*

THE RELATIONSHIP OF SPECIAL EVENT AND LOCATION TO BRAND AWARENESS CUSTOMER GRAND INDONESIA SHOPPING TOWN

ABSTRACT

This study aimed to analyze the influence of Special Event and Location on Brand Awareness customer Grand Indonesia Shopping Town were taken as a case study. Both primary and secondary data were employed. Secondary data were taken from various sources such as journals, books, internets, etc. Primary data were taken using questionnaire, which were distributed to the respondents. Using a purposive sampling technique, a total of 150 respondent was gathered. In addition, the results also show that there is an influence of the location of Grand Indonesia Shopping Town because of its strategic location and is located in downtown Jakarta. The results show there is a positive and significant effect on the Special Event and Location for Brand Awareness customer Grand Indonesia Shopping Town.

Keyword : *Special Event, Brand Awareness*

DAFTAR PUSTAKA

- Aaker, David. A. (1997). *Manajemen Ekuitas Merek*. Jakarta: Spektrum Mitra Utama.
- Allen, Johnny & Harris, Robbert. 2011. *Festival and Spesial Event Management*. Jakarta: Gramedia
- Andersson, Malin & Anders, Wesslau. 2000. *Organising For Event Marketing In Order To Change*. Manila: National Book Store
- Arikunto, Suharsimi. 2006. *Prosedur Penelitian Suatu Pendekatan Praktik, Ed Revisi VI*. Jakarta: PT Rineka Cipta
- Ardianto, Elvinaro & Erdinaya, Lukiati Komala. 2009. *Public Relations Praktis*. Bandung: Widjaya Padjajaran.
- Alma, Buchari. 2006. *Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Baldauf, A; Cravens, K.S. & Binder, G. 2003. *Performance consequences of brand equity management: evidence from organizations in the value chain. Journal of product & Brand Management*.
- Cutlip, M; Scott, M; Center, H; & Glen, M. Broom. 2006. *Effective Public Relations*. Edisi Kesembilan. Jakarta: kencana Media Group.
- Ghozali., Imam. 2009. *Aplikasi Multivariate Dengan Program SPSS*. Badan Penerbit Universitas Diponegoro: Semarang
- Gudono.(2011). *Analisis Data Multivariat*. Yogyakarta: BPFE-Yogyakarta.
- Haywood, Farmer, J. & Nollet, J. (1991). *Services Plus: Effective Service Management*. Morin, Boucherville, Que.
- Kenedy, John & Soemanagara, Dermawan. 2006. *Marketing communications, taktik & strategi*. Jakarta: Gramedia.

- Kasali, Rhenaldi. 2001. *Membedik Pasar Indonesia: Segmentation, Targeting, and Positioning*. Jakarta: Gramedia Pustaka Utama
- Kotler, Philip & Keller, Kevin Lane. 2009. *Manajemen Pemasaran 13th Edition*. New Jersey. Prentice Hall.
- Kotler, Phillip & Amstrong, Gary. 2001. *Prinsip-Prinsip Pemasaran, jilid 2, edisi ke-8*. Jakarta: Erlangga.
- Lovelock, C. & Wirtz, J. (2011). *Service Marketing: People, Technology, Strategy (7th edition)*. Edinburgh: Pearson Education Limited
- Moore, Frazier. 2000. *Prinsip, Kasus, dan Masalah, dalam hubungan masyarakat*. Bandung: PT. Rosdakarya.
- Mowen, John dan Minor, Michael. 2002. *Perilaku Konsumen, Jilid 1, Alih Bahasa Dwi Kartini Yahya*. Jakarta; Erlangga.
- Ouwersloot, Hans and Anamaria, Tudorica. 2001. *Brand Personality Creation through Advertising” dalam Maxx Working Paper 2001-01, February 2nd 2001*
- Peter, J. Paul & Olson, Jerry C. 2002. *Consumer Behavior & Marketing Strategy*. New York: McGraw Hill
- Price, I., Matzdorf, F., Smith, L., and Agahi, H. (2003). “*The impact of facilities on student choice of university*”. *Facilities*. 21, (10), 212-222.
- Pudjiastuti, Wahyuni. 2010. *Special Event: Alternatif Jitu Membedik Pasar*. Jakarta; PT. Elex Media Komputindo.
- Ruslan, Rosady. 2006. *Manajemen Public Relations dan Media Komunikasi: Konsepsi dan Aplikasi*. Jakarta: PT. Raja Grafindo.
- Rangkuti, Freddy. 2011. *Riset Pemasaran*. Cetakan ke 10. Jakarta: Percetakan PT. Gramedia
- Scarborough, N. M. (2011). *Essentials of Entrepreneurship and Small Business Management (6th edition)*. Edinburgh: Pearson Education Limited.

- Sekaran, U. & Bougie, R. 2010. *Research Method for Business: A Skill Buliding Approach (6th edition)*. UK: John Wiley & Sons Inc.
- Simamora, Bilson. 2001. “*Remarketing for Business Recovery, Sebuah Pendekatan Riset*”. Jakarta: Gramedia.
- Sugiyono. 2002. *Statistika Untuk Penelitian*. Bandung: Alfabeta
- Sugiyono. 2010. *Metode Penelitian Kuantitatif Kualitatif dan R dan D*. Bandung: Alfabeta.
- Soeratno & Arsyad, L. (2003). *Metodologi Penelitian: Untuk Ekonomi dan Bisnis*. Yogyakarta: Bina Aksara.
- Surapranata, S. (2004). *Analisis Validitas, Reliabilitas dan Interpretasi Hasil Tes*. Bandung: PT. Remaja Rosdakarya.
- Tabachnick, B. G., dan Fidel, L.S. 2007. *Using Multivariate Statistics. Ed.5*. Boston: Perason
- Tjiptono, Fandy. 2004. *Pemasaran Jasa*. Malang: Bayumedia.
- Uyanto, Stanislaus Suryadi (2009). *Pedoman Analisis Data dengan SPSS*. Yogyakarta: Graha ilmu.
- Zikmund, William G. et.al. 2003. *Customer Relationship Management: Integrating Marketing Strategy and Information Technology*. New Jersey: John Wiley and Sons.

Website:

http://www.polines.ac.id/ragam/index_files/jurnalragam/ppr9%20apr13.pdf. (di akses pada 6 Desember 2014)

http://igup.urfu.ru/docs/Bank%20English_Transleted%20Articles/English/Marketing/Brand%20awareness%20in%20business%20markets.pdf (diakses pada 13 Desember 2014)

<http://psikologi.ub.ac.id/wp-content/uploads/2013/10/JURNAL-SKRIPSI-GITA-ANISA-LARENSIA-0811233072>. (diakses pada 13 Desember 2014)

http://igup.urfu.ru/docs/Bank%20English_Transleted%20Articles/English/Marketing/Brand%20awareness%20in%20business%20markets (diakses pada 17 Desember 2014)

<http://fapet.ub.ac.id/wp-content/uploads/2014/01/PERILAKU-KONSUMEN-DALAM-PEMBELIAN-PRODUK-CHICKEN-NUGGET>. (diakses pada 22 Desember 2014)

<http://download.portalgaruda.org/article.php?article=157328&val=1021&title=EFEKTIVITAS%20KOMUNIKASI%20ANTAR%20PRIBADI%20DALAM%20MENINGKATKAN%20KESUKSESAN%20SPARKLE%20ORGANIZER> (Diakses pada 22 Desember 2014)

<http://www.belajarevent.com/apa-itu-event-organizer/> (Diakses pada 27 Desember 2014)

http://igup.urfu.ru/docs/Bank%20English_Transleted%20Articles/English/Marketing/Brand%20awareness%20in%20business%20markets.pdf (Diakses pada 27 Desember 2014)

http://www.polines.ac.id/ragam/index_files/jurnalragam/ppr9%20apr13.pdf (diakses pada 27 Desember 2014)