

## ABSTRAKSI

Penelitian ini memiliki tujuan untuk mengetahui bagaimana pengaruh *event marketing* terhadap minat pengunjung untuk mengunjungi The Park Shopping Mall Solo Baru serta diantara variabel *special event*, publikasi, dan pameran, manakah variabel yang dominan memengaruhi minat pengunjung The Park Shopping Mall Solo Baru.

Penelitian ini menggunakan metode survei dengan kuisisioner kepada responden pengunjung The Park Shopping Mall Solo Baru dan hasilnya di analisis menggunakan analisis regresi linier berganda yang diperoleh hasil dari perhitungan dengan bantuan SPSS dan mempertimbangkan Uji t, Uji F, dan Koefisiensi Determinasi.

Dari hasil penelitian yang telah dilakukan dapat disimpulkan *special event*, publikasi dan pameran, semuanya berpengaruh signifikan terhadap minat pelanggan, namun dari ketiga variabel bebas tersebut, variabel yang paling berpengaruh terhadap minat pelanggan adalah variabel publikasi, variabel publikasi dapat memberikan kontribusi sebesar 43,2 % terhadap minat pelanggan, urutan selanjutnya adalah variabel *special event* yakni memberi kontribusi sebesar 33,1 % dan urutan terakhir adalah variabel pameran yang memberikan kontribusi sebesar 21,4%.

Selanjutnya mengenai ada tidaknya pengaruh simultan antara ketiga variabel bebas tersebut terhadap variabel minat, hasil yang didapatkan adalah bahwa *special event*, publikasi dan pameran secara simultan berpengaruh terhadap minat pelanggan, 59,2 % minat pelanggan dapat dijelaskan secara simultan oleh variabel *special event*, publikasi dan pameran. *Event marketing* yang diadakan oleh The Park Shopping Mall Solo Baru secara keseluruhan berpengaruh kuat terhadap minat pengunjung, tetapi mengingat persaingan mall yang ada di kota Solo sangat ketat dan terus inovatif, maka The Park Mall harus terus meningkatkan inovasi pemasaran terutama dalam strategi *event* yang digelar.

**Kata kunci:** *Event Marketing*, *Minat Pengunjung*

## ABSTRACT

This research aims to find out how event marketing clout against the interest of visitors to visit The Park Shopping Mall Solo Baru as well as among the variables of special event, publications, and exhibitions, which are the variables that dominantly affect the interests of The Park Shopping Mall Solo Baru visitors.

This study uses survey method with a detailed questionnaire to the visitor respondents of The Park Shopping Mall Solo Baru and the result is analyzed by using multiple linear regression analysis of the obtained results from calculations of SPSS and considering Test t Test, F, and Coefficient of Determination.

Based on the results of research that has been done, it can be summed up that special event, publications and exhibitions, all is significantly influential to customer's interest, but from three of the free variables, the most influential variable on customer interest is the publications variable, as publications variable can contribute 43,2 % of the interest of the customer, the next order of the variables is the special event which contributed 33,1% and the last sequence of variables is the exhibition variable that contributed at 21.4%.

Furthermore, whether or not that there is a simultaneous influence among the three free variables against interest variable, the result obtained is that special event, publication and exhibition simultaneously effect on the interest of the customer, 59,2% of the customer's interest can be explained simultaneously by the special events variable, publications and exhibitions. Event marketing conducted by The Park Shopping Mall Solo Baru overall strongly affect the interest of visitors, but the competition of the existing malls in the city of Solo was very tight and constantly innovative, then The Park Mall should continue to increase the innovative marketing, especially in the event strategy which is held.

**Keywords: Event Marketing, Visitor's Interest**