



The Effect of Event Marketing on Purchase Decisions Through Purchase Interest in Tokopedia Marketplace (Case Study on Tokopedia Event Photocard Program)

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Abstract: This study aims to analyze the effect of event marketing on purchase decisions through the purchase interest of the Tokopedia Marketplace at the Tokopedia photocard event. This study took 190 respondent who have participated in the Tokopedia photocard event. The sampling method in this research is using non-probability sampling method with purposive sampling technique. The analytical method used to test the hypothesis in this study is Structural Equation Modeling (SEM) through the SmartPLS 3.0 application. The results of this study indicate that event marketing has a positive and significant effect on purchase decision, event marketing has a positive and significant effect on purchase interest, purchase interest has a positive and significant effect on purchase decision, purchase interest can mediates the effect of event marketing on purchase decision.

Keywords: Event Marketing, Purchase Decision, Purchase Interest.

INTRODUCTION

E-commerce is one of the most popular shopping media on the internet. E-commerce is an alternative for people to do an online shopping. E-commerce is considered practical and provides convenience for its users. E-commerce also provides a new experience for its users to do an online shopping. The features which always updated, E-commerce is able to provide new and interesting experiences for its users.

In the midst of this competition, a lot of E-commerce are competing to provide full service to their users so that they remain the choice in shopping. Every E-commerce presents a variety of new and unique things to satisfy its users. E-commerce always provides convenience and comfort for its users in accessing its applications. A lot of them are competing to hold promotions and certain events to attract people's attention. A lot E-commerce attract famous stars as their brand ambassador. This is very beneficial, because the enthusiasm of the famous star's fans is very high. Tokopedia has made BTS as their brand ambassador since 2019. In 2022, BTS is still active Tokopedia brand ambassadors.

Filter berdasarkan			Pilih Data per Kuartal				
			Model Bisnis	Store Type	Asal Toko	Q4 2021	
Toko Online	Pengunjung Web Bulanan	Ranking AppStore	Ranking PlayStore	Twitter	Instagram	Facebook	Jumlah Karyawan
1 Tokopedia	157,443,300	#2	#4	1,000,000	4,876,410	6,523,340	6,109
2 Shopee	138,776,700	#1	#1	719,900	8,348,130	24,173,450	6,193
3 Lazada	28,173,300	#3	#2	455,700	3,085,550	31,934,320	5,543
4 Bukalapak	25,760,000	#6	#7	232,300	1,776,710	2,516,190	2,503
5 Orami	16,683,300	n/a	n/a	5,720	11,770	350,940	215
6 Blibli	15,686,700	#8	#5	569,400	2,018,600	8,656,810	2,230
7 Ralali	5,923,300	#22	n/a	3,950	53,770	91,000	187
8 Zalora	3,310,000	#4	#8	6,440	743,730	8,008,550	625

Source: iprice.co.id

Picture 1. Online Store Competition in Indonesia

Tokopedia became E-commerce with the highest traffic in the last quarter of 2021. From their social media twitter became the highest social media which can attract more audiences than other Tokopedia social media. this can also be because many K-Pop fans or BTS fans use twitter. Through Twitter, Tokopedia conveys a lot about their event marketing.

For their event marketing, Tokopedia has WIB (Waktu Indonesia Belanja) as their event marketing routine. This event is held at the end of every month. In the WIB event in November last year, Tokopedia made a special event marketing for BTS fan. Tokopedia held this event marketing by recruiting BTS as their brand ambassador. In this event, Tokopedia distributed a bonus in the form of a limited BTS Photocard for anyone who shopped at Tokopedia in the period 24-30 November 2021.

There are terms and conditions that must be considered when making purchases. Through these terms and conditions, the customer will think about making a purchase decision. But the BTS photocard can grow customer purchase intention. The enthusiasm of the Indonesian people towards e-commerce is very high. And also this event marketing Tokopedia is very interesting for K-pop fans, especially for BTS fans.

Based on the background that has been described, the author is interested in conducting research with the title **"The Effect Of Event Marketing On Purchase Decisions Through Purchase Interest In Tokopedia Marketplace (Case Study On Tokopedia Event Photocard Program)"**

Based on the background of the problems described above, the objectives of this study are:

1. To determine the effect of event marketing on purchasing decisions.
2. To determine the effect of event marketing on purchase interest.
3. To determine the effect of buying interest on purchasing decisions
4. To determine the effect of event marketing on purchasing decisions through purchase interest.

LITERATURE REVIEW

Event Marketing

Event marketing is a type of promotion in which companies and brands are involved with an event or activity that has a theme. Its purpose is to provide a customer experience and advertise a product or service, Belch & Belch in (Puspitasari & Yunani, 2022). Event marketing is an activity where companies participate in events, both large and small, for the purpose of promoting their products to the public, (Rita & Nabilla, 2022).

According to Wood & Masterman in (Rita & Nabilla, 2022), the indicators of event marketing are :

- 1) Involvement
There is an emotional involvement from event visitors through the experiences gained, from the events held and existing brands.
- 2) Interaction
There is interaction between the company and visitors, which includes delivering company messages to event visitors about the company's brand so that it can build a company image and can be accepted by visitors.
- 3) Immersion
The event is protected from distractions and things that make visitors feel disturbed, so visitors can enjoy the event.
- 4) Intensity
The event will be held again in the future, the goal of the event is visitors will still remember the products and services.
- 5) Individuality
The event is different from other events and is unique in the event, so that visitors are interested in the event being held.
- 6) Innovation
The events held are oriented to customer needs, so the event will affect the visitors who come.
- 7) Integrity
There is an implied value in the event that is held and is able to provide benefits and benefits that will make visitors give a positive response.

Purchase Decision

Purchase decisions are activities in finding information about a product and comparing it with other products so that customers can decide which product to buy, (Claudya & Komariah, 2021). Purchasing decisions are choices about several alternatives created by customers in purchasing, (Hadita et al., 2020). According to Sunny in (Lailiya, 2020), Purchase decision-making process refers to the consistent and thoughtful actions taken to satisfy a need.

According to Sunarto on (Rahman, 2019), indicators of purchase decision are :

- 1) Recognition of need
The buyer acknowledges a discrepancy between the actual condition and the desired state. These needs can be driven through internal stimuli (from within the buyer) or from outside
- 2) Information research
An already interested consumer may seek more information. If the consumer's motivation is strong and a satisfactory product is available, the consumer is more likely to buy it. Otherwise, the consumer may store the need in memory or perform a search for information related to that need.
- 3) Evaluation
Marketers need to know how to evaluate alternatives i.e. how consumers process information rather than using a simple evaluation process in every buying situation. Instead multiple processes are used concurrently.
- 4) Purchase decision
In the evaluation phase, consumers evaluate them and form their purchase intention. However, two factors can influence buying preferences and purchasing decisions. The first factor is the other party's attitude, the extent to which the other party's attitude can reduce one's preferred alternatives depends on two things, namely the intensity of the other party's

negative attitude. toward consumer alternatives, and consumers' motivation to submit to the other party's wishes. The second influencing factor is the expected situational factor.

5) Post-purchase behavior.

After purchasing a product, consumers may feel satisfied or dissatisfied and this will be reflected in their post-purchase behavior. Consumer satisfaction is a function of the closeness between the buyer's expectations of the product and the perceived usefulness of the product. Expection of product will be effect on their satisfaction.

Purchase Interest

According to Kotler & Amstrong in (Algiffary et al., 2020), Purchase interest is a mindset that comes when individuals receive stimulation from a product being seen and then the ambition to buy and own a product.

According to Schiffman and Kanuk in (Sivaram et al., 2020), Purchase interest is something that represents the ability, willingness, plan or desire of consumers to make purchases of products or services in the future. High buying interest allows high purchasing decisions as well.

According to Ferdinand in (Rahman, 2019), indicators of purchase interest are :

1) Transactional interest

Individual tendency to make product purchases. In this case, the customer already has an interest in making a purchase on a certain desired product.

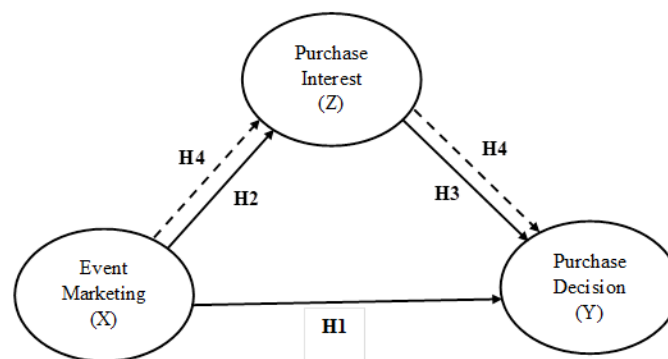
2) Preferential Interest

Interests that describe the behavior of individuals who have priority prefer a product to other similar products. This priority will only be changed if something happens to the reference product.

3) Explorative Interests

Searching more information about the products. conduct a search for information that supports the characteristics of the product that is in demand.

Conceptual Framework



Picture 2 : Conceptual Framework

Description :

H₁ : The effect of event marketing (X) on purchase decision (Y)

H₂ : The effect of event marketing on purchase interest (Z)

H₃ : The effect of purchase intention (Z) on purchase decision (Y)

H₄ : The effect of event marketing (X) on purchase decision (Y) through purchase Interest (Z)

RESEARCH METHODS

The research methods in this study is using quantitive methods. Data collection was carried out by distributing online questionnaires via Google Form. The population or the

respondent of this study is respondents who have participated in the Tokopedia photocard event. The respondent on this study is 190 respondent. A sampling technique in this study is using nonprobability sampling through purposive sampling technique. For the theory is by reviewing literature books and analyzing scientific articles. Scientific articles on this study are all sourced from Google Scholar and also cited by Mendeley. The analytical technique used in this research is using Structural Equation Modeling (SEM) through the SmartPLS 3.0 application.

FINDINGS AND DISCUSSION

Evaluation of the Measurement Model (Outer Model)

Validity and Reliability Test

The results of the outer model test in this study were carried out by looking at the results of convergent validity, discriminant validity, and internal consistency reliability. The SmartPLS analysis for the Outer Model test uses data from 190 respondents with a PLS algorithm max. The number of iterations is 300. The most important thing in this test is the value of the cross loading of each statement. Here is a presentation of the cross loading of this study:

Tabel 1. Cross Loading Value Results

Indikator	<i>Event Marketing</i>	Keputusan Pembelian	Minat Beli
CM2	0,632	0,627	0,597
CM3	0,576	0,504	0,467
CM4	0,581	0,590	0,506
CM5	0,650	0,575	0,501
CM6	0,633	0,586	0,436
CM7	0,607	0,596	0,556
CM8	0,635	0,621	0,609
EM1	0,765	0,616	0,614
EM11	0,726	0,539	0,537
EM12	0,758	0,652	0,572
EM13	0,791	0,647	0,540
EM14	0,809	0,614	0,570
EM2	0,721	0,597	0,598
EM4	0,741	0,595	0,484
EM8	0,736	0,585	0,682
EM9	0,811	0,614	0,621
KP10	0,629	0,853	0,630
KP2	0,515	0,725	0,500
KP3	0,675	0,722	0,673
KP4	0,643	0,790	0,628
KP5	0,590	0,707	0,533
KP6	0,665	0,816	0,596
KP7	0,558	0,750	0,463
KP8	0,599	0,790	0,627
KP9	0,657	0,828	0,631
MB1	0,632	0,655	0,820
MB3	0,486	0,465	0,746
MB4	0,556	0,502	0,767
MB5	0,615	0,655	0,754

MB6	0,690	0,684	0,853
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Source : Output Data SmartPLS 3.0 (2022)

Structural Model Testing (Inner Model)

R-Square

Here is the result of R-Square in this study:

Table 2. R-Square

Variable	R Square Adjusted
Purchase Decision	0.714
Purchase Interest	0.594

Source : Output Data SmartPLS 3.0 (2022)

From the table, R-square for purchase decision variable is 0.714 and R-square for purchase interest variable is 0.594. It means that the structural model of this study is strong. The value of 0.714 on purchase decision is represents that purchase decision could be explained by event marketing as much as 71.4% and the rest 28.6% is influenced by other variables not found in this study. The value of 0.594 on purchase interest is represents that purchase interest could be explained by event marketing as much as 59.4% and the rest 40.6% is influenced by other variables not found in this study.

Q-Square

Here is the result of Q-Square in this study :

Table 3. Q-Square

Variable	Q-Square
Purchase Decision	0.421
Purchase Interest	0.361

Source : Output Data SmartPLS 3.0 (2022)

In the Q Square test, it is seen from the Goodness of Fit (GOF) Index value, based on the criteria for the Stone Geisser Q2 value. If $Q2 > 0$ indicates that the model has predictive relevance, whereas if the value of $Q2 < 0$ indicates that the model lacks predictive relevance, (Ghozali, 2021).

From the table, the value of Q-Square for purchase decision is $0.421 > 0$. It indicates that the model has predictive relevance and it means that the purchase decision can explained 42.1% of dependant event marketing. The value of Q-Square for purchase interest is $0.361 > 0$. It indicates that the model has predictive relevance and it means that purchase interest can explained 36.1% of event marketing.

Hypothesis Test Results

Path Coefficient

Table 4. Path Coefficient

Variable	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Significance
Event Marketing -> Purchase Decision	0,332	0,097	3,422	0,001	Positive Sifgnificant
Event Marketing -> Purchase Interest	0,600	0,083	7,187	0,000	Positive Sifgnificant
Purchase Interest -> Purchase Decision	0,321	0,069	4,619	0,000	Positive Sifgnificant

Source : Output Data SmartPLS 3.0 (2022)

Specific Indirect Effects (Mediation Analysis Results)**Table 5. Spesific Indirect Effects**

Variable	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Significance
Event Marketing -> Purchase Intention -> Purchase Decision	0,192	0,050	3,820	0,000	Full Mediation

Source : Output Data SmartPLS 3.0 (2022)

Event Marketing Has Positive And Significant Effect On Purchase Decision

The first hypothesis is to examine the direct effect of event marketing on purchase decision. The result for first hypothesis that obtained the value of the coefficient event marketing on purchase decision is 0.332 and the value of Tstatistics is 3.422. From these results it is stated that Tstatistics have a significant effect because higher than 1.96. With a p-value 0.001 is lower than 0.05 so that the first hypothesis is accepted. So it can be concluded that event marketing has a positive and significant effect on purchase decision.

The researcher concludes that event marketing has an important position in the buying decision process. Before the customer finally makes a purchase decision, of course there are things that affect the customer in making a purchase. Like event marketing in which there is a lot of information and promotions that increase customers to make purchases. Event marketing is also able to build interest and excitement for customers.

The effect of event marketing on purchasing decisions is in line with previous research by Mujahadah & Suryawardani (2018) shows that event marketing has a significant effect on purchase decision. And also a research by Kok et al. (2018) shows that event marketing has a positive and significant effect on purchase decision.

Event Marketing Has Positive And Significant Effect On Purchase Interest

The second hypothesis is to examine the direct effect of event marketing on purchase interest. The result for second hypothesis that obtained the value of the coefficient event marketing on purchase interest is 0.600 and the value of Tstatistics is 7.187. From these results it is stated that Tstatistics have a significant effect because higher than 1.96. With a p-value 0.000 is lower than 0.05 so that the second hypothesis is accepted. So it can be concluded that event marketing has a positive and significant effect on purchase interest.

The researcher concludes that in this study event marketing has a very important role in growing consumer purchase interest. Where in every event held, a company must be able to present information covering the entire event held so that customers are interested and interested in the products offered in the event's activities. So with customer interest from the marketing event, it can grow buying interest. Each event must be prepared carefully so that there are no mistakes in it.

The effect of event marketing on purchase interest is in line with previous research by Nur'aeni & Saputri (2021) shows that event marketing has a significant effect on purchase interest. An also the research by Firdailla & Haerani (2020) shows that event marketing has a positif and significant effect on purchase interest.

Purchase Intention Has Positive and Significant effet on Purchase Decision

The third hypothesis is to examine the direct effect of purchase intention on purchase decision. The result for third hypothesis that obtained the value of the coefficient purchase

intention on purchase decision is 0.321 and the value of Tstatistics is 4.619. From these results it is stated that Tstatistics have a significant effect because higher than 1.96. With a p-value 0.000 is lower than 0.05 so that the third hypothesis is accepted. So it can be concluded that purchase intention has a positive and significant effect on purchase decision.

The researcher concludes that buying interest in this study has an important role in the process of forming purchase decision. This is because the purchase decision will arise because it is stimulated by purchase intention. Purchase decision will arise because of high purchase intention, so the higher the purchase intention, the higher the purchase decisions.

The effect of event marketing on purchase intention is in line with previous research by Sriyanto & Kuncoro (2019) shows that purchase intention has a positive and significant effect on purchase decision. And also the research by Sari (2020) shows that purchase intention has a positive and significant effect on purchase decision.

Purchase Interest Mediates The Effect Of Event Marketing On Purchase Decision

The fourth hypothesis is to examine the direct effect of event marketing on purchase decision through purchase interest. The result for fourth hypothesis that obtained the value of the coefficient event marketing on purchase decision through purchase interest is 0.192 and the value of Tstatistics is 3.820. From these results it is stated that Tstatistics have a significant effect because higher than 1.96. With a p-value 0.000 is lower than 0.05 so that the fourth hypothesis is accepted. So it can be concluded that purchase interest has a positive and significant influence and is proven to be able to mediate event marketing on purchasing decisions and is declared full mediation which means that it shows that purchase interest mediates event marketing on purchase decisions.

The researcher concludes that purchase interest in this study plays an important role. The growing purchase interest in the Tokopedia event photocard as a marketing event carried out by Tokopedia is considered a step further after customers are interested in the Tokopedia event photocard. A high purchase interest will lead to high purchase decision as well. Not only that, purchase interest can be used as an effective way to evaluate how event marketing has been packaged attractively or not. Because high purchase interest means that customers are interested with the event.

The effect of event marketing on purchase decisions through purchase interest is in line with previous research by Hardianti (2020) shows that purchase interest can mediate the effect event marketing on purchase decision.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results and discussion of the research, the following conclusions are drawn Event marketing has a positive and significant effect on purchase decision. Event marketing has a positive and significant effect on purchase interest. Purchase interest has a positive and significant effect on purchase decision. Purchase interest can mediate the effect of event marketing on purchase decision.

Recommendation

- 1) Digital marketers as developers of Tokopedia's event marketing to remain consistent in developing an event marketing.
- 2) For Tokopedia to make the Tokopedia event photocard a routine event marketing at least once every six months. By paying attention to several aspects such as the type of product offered, the price, the number of vouchers and also the time of the event.

- 3) For the future researcher to conducting different tests between content marketing, event marketing, purchase interest and purchase decisions by using different indicators so that the research can be broader.

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