

ABSTRACT

The culinary industry in West Bandung Regency is facing increasingly fierce competition due to the growing number of businesses, meaning that every business must be able to attract consumers' attention and remain competitive. Kedai Cengkar is one such coffee house within the culinary industry. The issues identified in this study relate to purchasing decisions influenced by event marketing, social media marketing and brand awareness. This study aims to determine the influence of event marketing and social media marketing on brand awareness, as well as their impact on purchasing decisions (based on a survey of Kedai Cengkar customers), both individually and in combination. This study employed descriptive and verifiable methods with a sample size of 96 respondents. The data collection techniques used were observation, interviews and the distribution of questionnaires. The data analysis methods employed were path analysis, multiple correlation analysis, coefficient of determination analysis and hypothesis testing. The research findings show that in Structure I, event marketing and social media marketing have a combined influence of 80.6% on brand awareness; specifically, event marketing accounts for 22.2% of this influence, whilst social media marketing accounts for 58.4%. In Structure II, brand awareness has an influence of 77.4% on purchasing decisions. The indirect influence of event marketing on brand awareness and its impact on purchasing decisions is 24%, whilst the indirect influence of social media marketing on brand awareness and its impact on purchasing decisions is 58.1%.

Keywords: Event Marketing, Social Media Marketing, Brand Awareness, and Purchase Decisions