

EVENT MARKETING INFLUENCE ON BRAND AWARENESS AND PURCHASE DECISIONS OF CHITASIL EDIBLE COATING AT PT BIKI

FASTABIQUL KHAIRAT



**AGRIBUSINESS MANAGEMENT
VOCATIONAL SCHOOL
BOGOR AGRICULTURAL UNIVERSITY
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ABSTRACT

FASTABIQUL KHAIRAT. Event Marketing Influence on Brand Awareness and Purchase Decisions of Chitasil Edible Coating at PT BIKI. Supervised by INTANI DEWI.

PT Berkah Inovasi Kreatif Indonesia is a company operating in the agricultural sector, focusing on sustainable solutions to reduce food loss and waste in the food industry. One of PT BIKI's flagship products is Chitasil Edible Coating, which offers environmentally friendly post-harvest protection products. The study employed a quantitative approach using Structural Equation Modelling-Partial Least Squares (SEM-PLS) analysis. The data consists of 85 participants from event marketing activities conducted by PT BIKI. The analysis showed that event marketing significantly and positively influenced brand awareness and purchasing decisions. These results indicated that event marketing not only builds consumer trust but also encourages consumers to make purchasing decisions for the product.

Keywords: Brand awareness, edible coating, event marketing, PLS-SEM, purchase decision

ABSTRAK

FASTABIQUL KHAIRAT. Pengaruh Event Marketing terhadap *Brand Awareness* dan Keputusan Pembelian Chitasil Edible Coating di PT BIKI. Dibimbing oleh INTANI DEWI.

PT Berkah Inovasi Kreatif Indonesia merupakan perusahaan yang bergerak pada sektor pertanian dengan fokus pada solusi berkelanjutan untuk mengurangi *food loss* dan *food waste* pada sektor pangan. Salah satu produk unggulan PT BIKI adalah Chitasil Edible Coating yang menawarkan produk pelindung pascapanen yang ramah lingkungan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode analisis *Structural Equation Modeling-Partial Least Squares (SEM-PLS)*. Data berjumlah 85 orang yang merupakan peserta dari *event marketing* yang dilakukan oleh PT BIKI. Analisis menunjukkan *event marketing* secara signifikan dan positif mempengaruhi *brand awareness* dan keputusan pembelian. Hasil ini menunjukkan bahwa *event marketing* tidak hanya dapat membangun kepercayaan konsumen tetapi juga mendorong kepada keputusan pembelian produk oleh konsumen.

Kata kunci: *Brand awareness, edible coating, event marketing*, keputusan pembelian, SEM-PLS



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EVENT MARKETING INFLUENCE ON BRAND AWARENESS AND PURCHASE DECISIONS OF CHITASIL EDIBLE COATING AT PT BIKI

FASTABIQUL KHAIRAT

Final Project Report
as one of the requirements for obtaining a
Bachelor of Applied Business in
Agribusiness Management Study Program

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Examiner for the Final Report Exam: Liisa Firhani Rahmasari, S.P., M.Si.

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Name : Fastabiqul Khairat
Student ID : J0310211253

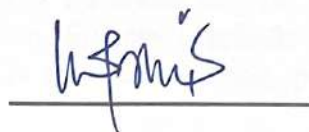
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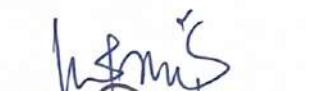
Acknowledged by

Head of Study Program:

Intani Dewi, S.Pt., M.Sc., M.Si.
NPI. 201811198309142016

Vocational School:

Dr. Ir. Aceng Hidayat, M.T.
NPI. 196607171992031003




Examination Date: 23 June 2025

Graduation Date:

PREFACE

The author would like to express gratitude to Allah *subhanaahu wa ta'ala* for all His blessings, which have enabled this scientific work to be completed. The theme chosen for this research, which was conducted from July 2024 to February 2025 is event marketing, with the title “Event Marketing Influence on Brand Awareness and Purchase Decisions of Chitasil Edible Coating at PT BIKI.”

The author extends gratitude to the supervisors, Intani Dewi, S.Pt., M.Sc., M.Si., for the guidance and valuable suggestions. Sincere gratitude is also extended to the academic supervisor, seminar moderator, and external examiners of the supervisory committee. Additionally, the author extends gratitude to Muhammad Hafid Rosidin, Aris Hendrawan, and all marketing staff at PT Berkah Inovasi Kreatif Indonesia for their assistance during the internship period. Sincere gratitude is also extended to the author’s father, mother, and entire family for their support, prayers, and love.

May this scientific work be beneficial to those in need and contribute to the advancement of knowledge.

Bogor, June 2025

Fastabiqul Khairat

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