

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *event marketing* Allo Festival terhadap *emotions, satisfaction, loyalty* terhadap Allo Festival, dan *loyalty* nasabah Allobank. Metode penelitian ini menggunakan pendekatan kuantitatif dengan mengumpulkan data primer melalui survey yang dilakukan dengan menyebarkan kuesioner kepada para 204 responden. Kriteria responden penelitian ini adalah berusia minimal di atas 17 tahun, termasuk ke klasifikasi masyarakat kelas menengah dan menghadiri Allo Festival 2022. Sampel dalam penelitian ini ditentukan dengan metode *nonprobability sampling* dengan teknik *purposive sampling*. Analisis data statistik menggunakan SEM melalui Lisrel 10.2. Hasil penelitian menunjukkan bahwa hanya 2 dari 3 dimensi *event marketing* berpengaruh terhadap *emotion, emotion berpengaruh terhadap satisfaction*. Namun, *event marketing* tidak berpengaruh terhadap *satisfaction*, dan *satisfaction* berpengaruh terhadap *loyalty* Allobank. Hasil penelitian dapat berkontribusi bagi industri *event* di Indonesia mengenai *event marketing* serta menambah data bagi pihak Allo Bank dan menjadi tambahan data keperluan strategi *marketing* bagi Allo Bank.

Kata Kunci : *Event Marketing, Emotion, Satisfaction, Loyalty.*

ABSTRACT

This study aims to determine Allo Festival marketing events on emotions, satisfaction, Allo Fest visitor loyalty, and Allobank customer loyalty. This research method uses a quantitative approach by collecting primary data through a survey conducted by distributing questionnaires to 204 respondents. The criteria for the respondents of this study were having a minimum education of over 17 years, belongs to the middle class classification and attended Allo Festival 2022. The sample in this study was determined by nonprobability sampling method with purposive sampling technique. Statistical data analysis using SEM via Lisrel 10.2. The research results show that only 2 of the 3 dimensions of event marketing influence emotions, emotions influence satisfaction. However, event marketing has no effect on satisfaction, and satisfaction has an effect on Allobank loyalty.. The results of the research can contribute to the event industry in Indonesia regarding more about the event marketing as well as to add data on behalf of Allo Bank itself to be additional data for the marketing strategy of Allo Bank.

Keywords : Event Marketing, Emotions, Satisfaction, Loyalty.