

# ***Transforming Consumer Experience: An Analysis of Event Marketing, Brand Image, and Store Atmosphere on Purchase Decisions at FamilyMart***

**By Aulia Salsabilla Darmawan**

## **Abstract**

*This study employs a quantitative research method aimed at examining, analyzing, and verifying the effects of Event Marketing and Brand Image on Purchase Decision among FamilyMart consumers in DKI Jakarta. The study applies a purposive sampling technique, with data collected through the distribution of questionnaires using a 1–5 Likert scale to consumers who have visited and made purchases at FamilyMart. A total of 116 respondents participated in this study, representing FamilyMart consumers domiciled in the DKI Jakarta area. Data analysis was conducted using the Partial Least Square Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 4 software. The results indicate that Event Marketing does not have a significant effect on Purchase Decision, while Brand Image has a positive and significant effect on the Purchase Decision of FamilyMart consumers.*

**Keywords:** *Purchase Decisions, Event Marketing, Brand Image, Store Atmosphere*

# **Transformasi Pengalaman Konsumen: Analisis *Event Marketing*, *Brand Image*, Dan *Store Atmosphere* Terhadap Keputusan Pembelian Di Familymart**

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## **Abstrak**

Penelitian ini menggunakan metode kuantitatif dengan tujuan untuk mengetahui, menganalisis, dan membuktikan pengaruh *Event Marketing* dan *Brand Image* terhadap Keputusan Pembelian pada konsumen FamilyMart di DKI Jakarta. Penelitian ini menggunakan teknik purposive sampling dengan pengumpulan data melalui penyebaran kuesioner skala Likert 1–5 kepada konsumen yang pernah berkunjung dan melakukan pembelian di FamilyMart. Jumlah responden dalam penelitian ini sebanyak 116 orang dengan populasi konsumen FamilyMart yang berdomisili di wilayah DKI Jakarta. Analisis data dilakukan menggunakan metode Partial Least Square Structural Equation Modeling (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa *Event Marketing* tidak berpengaruh signifikan terhadap Keputusan Pembelian, sedangkan *Brand Image* berpengaruh positif dan signifikan terhadap Keputusan Pembelian konsumen FamilyMart.

**Keywords:** Keputusan Pembelian, *Event Marketing*, *Brand Image*, *Store Atmosphere*