

**PENGARUH *EVENT MARKETING* LALA MARKET TERHADAP
KEPUTUSAN PEMBELIAN IMPULSIF MELALUI *FASHION*
INVOLVEMENT PADA PENGUNJUNG TAHUN 2025**

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ABSTRAK

Di Indonesia, pesatnya perkembangan industri *event* khususnya *fashion*, mendorong penggunaan *event marketing* sebagai strategi pemasaran, termasuk pada *event* Lala Market sebagai bazar *fashion* lokal. Namun, tingginya persaingan mengindikasikan adanya keputusan pembelian impulsif yang tidak hanya dipengaruhi oleh *event* itu sendiri, bahkan juga dipengaruhi oleh tingkat keterlibatan konsumen terhadap *fashion*. Atas dasar itu, penelitian ini dimaksudkan untuk mengidentifikasi bagaimana *Event Marketing* memengaruhi Keputusan Pembelian Impulsif dengan *Fashion Involvement* sebagai variabel mediasi pada *event* Lala Market. Penelitian ini menerapkan pendekatan kuantitatif eksplanatif. Responden dipilih menggunakan teknik *purposive sampling*, sementara data dikumpulkan melalui penyebaran kuesioner kepada 145 responden yang pernah mengunjungi *event* Lala Market 2025. Metode *Structural Equation Modeling* (SEM) berbasis *Partial Least Squares* (PLS) digunakan dalam analisi data dengan bantuan SmartPls. Melalui penelitian ini, ditentukan bahwa *Event Marketing* memiliki pengaruh langsung yang kuat terhadap *Fashion Involvement* dan Keputusan Pembelian Impulsif. Selain itu, *Fashion Involvement* turut memengaruhi Keputusan Pembelian Impulsif serta berperan sebagai variabel mediasi antara *Event Marketing* dan Keputusan Pembelian Impulsif. Ditinjau melalui Teori *Experiential Marketing*, stimulus *event* pada *event* Lala Market mampu menciptakan pengalaman yang meningkatkan *Fashion Involvement* yang berdampak pada pembelian impulsif dengan pengalaman sensorik sebagai faktor dominan.

Kata Kunci: *Event Marketing*, *Fashion Involvement*, Keputusan Pembelian Impulsif, *Experiential Marketing*.

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ABSTRACT

In Indonesia, the rapid development of the event industry, particularly in the fashion sector, has encouraged businesses to adopt event marketing as an effective promotional strategy, including in local fashion bazaars such as Lala Market. However, increasing competition has also led to the emergence of impulsive purchasing behavior, which is influenced not only by the attractiveness of the event itself but also by the level of consumer involvement in fashion. Therefore, this study aims to examine the influence of Event Marketing on Impulsive Purchasing Decisions, with Fashion Involvement acting as a mediating variable at the Lala Market event. This research applies a quantitative explanatory approach. Respondents were selected using a purposive sampling technique, and data were collected through questionnaires distributed to 145 individuals who attended the Lala Market 2025 event. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with SmartPLS software. The results indicate that Event Marketing has a significant direct effect on both Fashion Involvement and Impulsive Purchasing Decisions. Furthermore, Fashion Involvement significantly influences Impulsive Purchasing Decisions and mediates the relationship between Event Marketing and impulsive buying behavior effectively.

Keywords: *Event Marketing, Fashion Involvement, Impulsive Buying Decisions, Experiential Marketing Theory*