

## RINGKASAN

Penelitian ini bertujuan untuk menganalisis peran *Event Marketing* dalam membangun *Brand Fidelity* pada konsumen Wardah. Survei dilakukan pada 145 konsumen Wardah berusia 17–65 tahun yang telah membeli produk lebih dari dua kali serta mengikuti lebih dari dua *Event Marketing*. Data dianalisis menggunakan software SmartPLS untuk menguji hubungan antara variabel. Hasil penelitian menunjukkan bahwa *innovation of event* dan *efficiency of event* berpengaruh positif terhadap *Brand Love*, sementara *appropriateness of event* tidak berpengaruh. Ketiga dimensi *Event Marketing* yakni *Innovation of Event*, *Efficiency of Event*, dan *Appropriateness of Event* berpengaruh positif terhadap *Brand Experience*. Selanjutnya, *Brand Experience* meningkatkan *Brand Love*, yang pada akhirnya memperkuat *Brand Fidelity*. Penelitian ini memberikan kontribusi teoritis dengan membuktikan bahwa tiga dimensi *Event Marketing* dapat memperkuat *Brand Experience*, *Brand Love*, dan *Brand Fidelity*. Secara manajerial, hasil ini memberikan arahan praktis bagi perusahaan untuk merancang strategi *Event Marketing* yang inovatif dan efisien, seperti memanfaatkan teknologi *Augmented Reality (AR)* untuk meningkatkan pengalaman konsumen, mengadakan *Exclusive VIP Events* bagi pelanggan setia, menciptakan program loyalitas, serta mengoptimalkan umpan balik konsumen untuk meningkatkan kualitas produk dan layanan. Strategi ini diharapkan dapat memperkuat hubungan emosional dan kesetiaan konsumen terhadap merek Wardah.

**Kata Kunci:** *Event Marketing*, *Brand Experience*, *Brand Love*, *Brand Fidelity*, Wardah.

## **SUMMARY**

*This study aims to analyze the role of Event Marketing in building Brand Fidelity among Wardah consumers. A survey was conducted with 145 Wardah consumers aged 17–65 years who had purchased Wardah products more than twice and participated in more than two Event Marketing activities. The data was analyzed using SmartPLS software to examine the relationships between variables. The results show that innovation of event and efficiency of event have a positive effect on Brand Love, while appropriateness of event has no significant effect. The three dimensions of Event Marketing—Innovation of Event, Efficiency of Event, and Appropriateness of Event—positively influence Brand Experience. Furthermore, Brand Experience enhances Brand Love, which ultimately strengthens Brand Fidelity. This study provides theoretical contributions by demonstrating that the three dimensions of Event Marketing can strengthen Brand Experience, Brand Love, and Brand Fidelity. From a managerial perspective, these findings offer practical guidance for companies to design innovative and efficient Event Marketing strategies, such as utilizing Augmented Reality (AR) technology to enhance consumer experiences, organizing Exclusive VIP Events for loyal customers, creating loyalty programs, and optimizing customer feedback to improve product and service quality. These strategies are expected to strengthen emotional connections and consumer loyalty toward the Wardah brand.*

**Keywords:** *Event Marketing, Brand Experience, Brand Love, Brand Fidelity, Wardah.*