

CHAPTER V

CONCLUSION AND IMPLICATIONS

A. Conclusion

This study examined the effect of Event Marketing and Social Media Marketing on Purchase Decisions, mediated by Customer Engagement.

Based on the hypothesis testing, the following conclusions can be drawn:

1. Event Marketing has a positive influence on Purchase Decisions.
2. Social Media Marketing has a positive influence on Purchase Decisions.
3. Event Marketing has a positive influence on Customer Engagement.
4. Social Media Marketing has a positive influence on Customer Engagement.
5. Customer Engagement has a positive influence on Purchase Decisions.
6. Customer Engagement mediates the relationship between Event Marketing and Purchase Decisions.
7. Customer Engagement mediates the relationship between Social Media Marketing and Purchase Decisions.

In summary, the findings of this study emphasize that event marketing and social media marketing influence purchase decisions both directly and indirectly through customer engagement. This highlights the importance for businesses to design marketing activities that not only promote their products but also create interactive and engaging experiences that strengthen customer connections and drive purchasing behavior.

B. Implication

1. Practical Implications

- a. **Optimization of Social Media and Collaboration**, Teh Desa can enhance the effectiveness of its event marketing by strengthening social media activities through interactive content such as teasers, countdowns, prize-based quizzes, and live updates during the event. Furthermore, collaboration with local influencers and creative communities can expand the promotional reach while fostering a more personal connection with the target audience.
- b. **Creating Memorable Event Experiences**, To further increase customer engagement, Teh Desa may provide interactive activities such as themed photo booths, product-based games with prizes, and special zones for tasting various tea products. Promotional strategies can also be integrated directly with the products, for instance through ticket-and-product bundling, the distribution of discount vouchers, or the introduction of limited-edition packaging specifically designed for the event to enhance exclusivity.
- c. **Post-Event Strategies for Consumer Loyalty**, Following the event, Teh Desa can sustain its marketing efforts by sharing event highlights, such as photos and aftermovies, through social media platforms, as well as distributing customer satisfaction surveys accompanied by purchase discounts as rewards. These strategies not

only maintain engagement after the event but also encourage repeat purchase decisions and contribute to the development of long-term consumer loyalty.

2. Theoretical Implications

- a. This study contributes to the development of literature regarding the influence of event marketing and social media marketing on purchase decisions, with customer engagement as a mediating variable.
- b. These findings reinforce the theoretical perspective that customer engagement plays a crucial role as a mediator linking event marketing and social media marketing to purchase decisions. However, the mediation observed is partial, as the direct effects of event marketing and social media marketing on purchase decisions remain significant even when customer engagement serves as a mediating variable.
- c. This research affirms that social media marketing is not merely a communication tool but also serves as an interactive medium that enhances customer engagement.
- d. This study can serve as a reference for developing new conceptual models that integrate event marketing, social media marketing, customer engagement, and purchase decisions, particularly in the context of local products.

3. Research Limitations

One of the limitations of this study is that the Goodness of Fit value obtained falls within the marginal category. This indicates that although the research model can still be considered acceptable, its level of fit is not fully optimal in representing the relationships among the variables. Therefore, the interpretation of the results should be approached with caution, and future research is encouraged to employ a more comprehensive model or include additional variables to improve the overall model fit.

Based on this limitation, it is recommended that future studies incorporate additional variables such as brand image, customer satisfaction, customer trust, and brand loyalty. The inclusion of these variables would enrich the analysis and provide deeper insights into the mechanisms linking marketing activities with purchase decisions.