

SUMMARY

This study explores how event marketing enhances brand credibility through the mediating role of customer engagement. Using a quantitative approach, the research surveyed 154 individuals who attended expos or exhibitions involving PT. Uba Uhud International (PT. UUI) between February and July 2025. Data were collected through structured questionnaires based on a Likert scale and analyzed using SmartPLS with structural equation modelling (SEM) to assess both direct and indirect relationships among variables. The results confirm all four proposed hypotheses: event marketing positively affects both customer engagement and brand credibility; customer engagement, in turn, significantly contributes to brand credibility and partially mediates the effect of event marketing on it. Descriptive analysis reveals Entertainment as the most dominant element of event marketing, Activation as the strongest type of customer engagement, and Expertise as the leading indicator of brand credibility. These findings highlight the strategic importance of creating engaging, interactive, and expertise-driven event marketing to strengthen brand credibility in competitive markets.

Keyword: Event Marketing, Customer Engagement, Brand Credibility, Coconut Export Company