

ABSTRAK

Nama : Rinanda Aryanti

Nim : 3012221088

Judul : Pengaruh *Online Advertising, Sales Promotion, Event Marketing* Terhadap *Brand Image* Peran Mediasi *Brand Experience* Pada Konsumen Produk Vans Generasi Z

Perkembangan pemasaran digital telah mengubah cara merek berinteraksi dengan konsumen, khususnya Generasi Z yang memiliki kedekatan tinggi dengan media digital. Penelitian ini bertujuan menganalisis pengaruh *Online Advertising, Sales Promotion, dan Event Marketing* terhadap *Brand Image* dengan *Brand Experience* sebagai variabel mediasi pada konsumen Generasi Z produk Vans. Penelitian menggunakan pendekatan kuantitatif dengan desain kausal. Data dikumpulkan melalui kuesioner dari 200 responden yang dipilih menggunakan *purposive sampling* dan dianalisis dengan *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) menggunakan SmartPLS. Hasil penelitian menunjukkan bahwa *Brand Experience* berpengaruh positif dan signifikan terhadap *Brand Image*. *Online Advertising, Sales Promotion, dan Event Marketing* berpengaruh positif dan signifikan terhadap *Brand Experience*. *Sales Promotion* dan *Event Marketing* berpengaruh positif dan signifikan terhadap *Brand Image*, sedangkan *Online Advertising* tidak berpengaruh signifikan secara langsung terhadap *Brand Image*. *Brand Experience* juga terbukti memediasi pengaruh ketiga variabel pemasaran tersebut terhadap *Brand Image*. Temuan ini menunjukkan bahwa pengalaman konsumen berperan penting dalam membentuk citra merek. Oleh karena itu, Vans perlu mengembangkan strategi pemasaran yang mampu menciptakan pengalaman konsumen yang relevan, interaktif, dan berkesan.

Kata kunci: *Online Advertising; Sales Promotion; Event Marketing; Brand Experience; Brand Image; Generasi Z.*

Referensi: 3 Buku, 44 Jurnal, dan 1 Internet.

ABSTRACT

Name : Rinanda Aryanti

Nim : 3012221088

Title : The Effect of Online Advertising, Sales Promotion, and Event Marketing on Brand Image: The Mediating Role of Brand Experience Among Generation Z Consumers of Vans Products

The development of digital marketing has transformed the way brands interact with consumers, particularly Generation Z, who have a strong connection with digital media. This study aims to analyze the effects of Online Advertising, Sales Promotion, and Event Marketing on Brand Image, with Brand Experience as a mediating variable among Generation Z consumers of Vans products. This study employed a quantitative approach with a causal research design. Data were collected through questionnaires from 200 respondents selected using purposive sampling and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS. The results show that Brand Experience has a positive and significant effect on Brand Image. Online Advertising, Sales Promotion, and Event Marketing have positive and significant effects on Brand Experience. Sales Promotion and Event Marketing have positive and significant effects on Brand Image, while Online Advertising does not have a significant direct effect on Brand Image. Furthermore, Brand Experience significantly mediates the effects of all three marketing variables on Brand Image. These findings indicate that consumer experience plays an important role in shaping brand image. Therefore, Vans should develop marketing strategies that create relevant, interactive, and memorable consumer experiences.

Keywords: *Online Advertising; Sales Promotion; Event Marketing; Brand Experience; Brand Image; Generation Z.*

References: *3 Books, 44 Journals, and 1 Internet Source.*