

ABSTRAK

Kegiatan magang ini dilaksanakan di PT. Jambi *Event Organizer* dalam rangka meningkatkan minat pembelian konsumen pada *event* yamaha di Jambi, Laporan Tugas Akhir ini membahas peran PT. Jambi *Event Organizer* (JEOrganizer) dalam mendukung peningkatan minat pembelian konsumen terhadap produk sepeda motor Yamaha di Provinsi Jambi melalui penyelenggaraan event dan pengembangan pelayanan, PT. Jambi *Event Organizer* berkolaborasi dengan Yamaha dan mitra terkait dalam menyelenggarakan acara yang mengedepankan kualitas layanan, kreativitas konsep acara, dan profesionalisme tim. hasilnya *event* yang diselenggarakan mampu meningkatkan kepuasan pelanggan sekaligus minat beli konsumen terhadap produk sepeda motor Yamaha di Jambi. Faktor-faktor tersebut menunjukkan bahwa peran PT. Jambi *Event Organizer* sangat strategis dalam mengangkat brand Yamaha melalui *event* yang efektif dan menarik bagi konsumen lokal, PT. Jambi *Event Organizer* (JEOrganizer) memiliki peran penting dalam meningkatkan minat beli konsumen pada *event* Yamaha di Jambi melalui pengembangan pelayanan dan menyusun strategi pemasaran yang efektif dan kolaborasi yang solid antara PT. Jambi *Event Organizer*, dan Yamaha dan pihak terkait lainnya, Yamaha juga memperkuat posisi *event* agar selama *event* berlangsung dapat berjalan lancar dan menarik minat pembelian konsumen pada *event* yamaha yang di selenggarakan pada PT. Jambi *Event Organizer*

Kata Kunci: *Event Organizer*, Kepuasan Pelanggan, Minat Pembelian Konsumen, Strategi Promosi *Event* Yamaha

ABSTRACT

This internship activity was carried out at PT. Jambi Event Organizer in order to increase consumer purchasing interest in Yamaha events in Jambi, This Final Assignment Report discusses the role of PT. Jambi Event Organizer (JEOrganizer) in supporting the increase in consumer purchasing interest in Yamaha motorcycle products in Jambi Province through organizing events and developing services, PT. Jambi Event Organizer collaborates with Yamaha and related partners in organizing large-scale events that prioritize service quality, creativity of event concepts, and team professionalism. The results of the events held were able to increase customer satisfaction as well as consumer purchasing interest in Yamaha motorcycle products in Jambi. These factors indicate that the role of PT. Jambi Event Organizer is very strategic in promoting the Yamaha brand through events that are effective and attractive to local consumers, PT. Jambi Event Organizer (JEOrganizer) has an important role in increasing consumer purchasing interest in Yamaha events in Jambi through developing services and developing effective marketing strategies and solid collaboration between PT. Jambi Event Organizer, and Yamaha and other related parties, Yamaha also strengthens the position of the event so that during the event it can run smoothly and attract consumer purchasing interest at the Yamaha event held at PT. Jambi Event Organizer.

Keywords: *Event Organizer, Customer Satisfaction, Consumer Purchasing Interest, Yamaha Event Promotion Strategy*