

THE EFFECT OF EVENT ACTIVATION ON BRAND AWARENESS AND ITS IMPLICATIONS ON PURCHASE INTENTION OF PROMAG HERBAL PRODUCTS IN BANDUNG

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Received : 01 April 2026

Accepted : 05 May 2026

Revised : 10 April 2026

Published : 30 May 2026

Abstract

Indonesia's herbal pharmaceutical industry faces challenges in increasing brand awareness and purchase intention through effective event activation strategies. This study analyzes the effect of event activation on brand awareness and its implications for purchase intention of Promag Herbal products at PT. Kalbe Farma Bandung Branch, with brand awareness as a mediating variable. Internal data paradox shows event activation intensity reaches 126.88% of target, yet event sales only achieve 71.32% of event sales target. The study uses quantitative descriptive-verification approach with 110 respondents and SEM-PLS analysis. Test results show: (1) event activation has positive significant effect on brand awareness ($\beta = 0.694$; $T = 11.016$; $p < 0.001$); (2) brand awareness has a positive significant effect on purchase intention ($\beta = 0.648$; $T = 8.202$; $p < 0.001$); and (3) brand awareness partially mediates the effect of event activation on purchase intention (VAF = 68.9%). These findings confirm that the quality of event activation is more important than quantity in forming strong brand awareness as transmission mechanism toward consumer purchase intention.

Keywords: *event activation, brand awareness, purchase intention, experiential marketing, SEM-PLS, herbal pharmaceutical*

INTRODUCTION

The pharmaceutical and herbal health product industry in Indonesia is growing in line with increasing public awareness of the importance of a healthy lifestyle and the use of natural ingredients. BPOM Regulation No. 34 of 2022 stipulates that marketing communications for herbal products must be objective, comprehensive, and non-misleading (Food and Drug Monitoring Agency, 2022). Consequently, this regulation requires pharmaceutical companies to develop communication strategies that are educational, credible, and capable of building consumer trust through direct interaction and the delivery of accurate information (Belch & Belch, 2021; Kotler et al., 2022). PT. Kalbe Farma Tbk., Indonesia's largest pharmaceutical company, responded to these market dynamics with a strategic repositioning of its gastric medication product line. In August 2022, the company changed the product name from Promag Gazero to Promag Herbal to strengthen its herbal identity and align it with the back-to-nature trend among Indonesian consumers. Entering 2024, Promag Herbal is in a post-rebranding market consolidation phase, so the challenge is strengthening brand awareness to drive consumer purchase intention (Kapferer, 2020). This repositioning strategy requires a comprehensive and measurable communication approach, with event activation becoming an increasingly strategic instrument in creating meaningful brand experiences for consumers (Mullin & Cummins, 2020). Internal data from PT. Kalbe Farma Bandung Branch shows that commercial achievements are not optimal in 2024. As shown in Table 1, Promag Herbal sales realization reached 75% of the target in 2024, but increased to 103% in 2025. This increase shows significant improvement, but the 2024 achievement remains interesting to study as a reflection of the effectiveness of the brand activation strategy carried out (Kumar & Reinartz, 2016).

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Table 1. Sales Performance of Promag Herbal, PT. Kalbe Farma Bandung Branch

Year	Sales Realization (Rp)	Sales Target (Rp)	% Achievement
2024	5,423,467,569	7,223,049,025	75%
2025	7,853,507,920	7,632,697,355	103%

Source: Internal Data of PT. Kalbe Farma Bandung Branch (2025)

An interesting phenomenon is related to event activation activities carried out during the same period. Table 2 shows that throughout 2024, event activation intensity reached 126.88% of the target, with a total of 1,869 call events held. However, the resulting event sales only reached 71.32% of the target, with average sales per event of only Rp 998,240. This gap indicates an interesting paradox worthy of academic study: high event activation intensity does not result in comparable sales conversions.

Table 2. Event Activation Performance of PT. Kalbe Farma Bandung Branch YTD 2024

Indicator	Realization	% Achievement
Call Event YTD	1,869 events	126.88%
Sales Event	Rp. 1,865,709,939	71.32%
Average Sales per Event	Rp. 998,240	—

Source: Internal Data of PT. Kalbe Farma Bandung Branch (2024)

The gap between event activation intensity and sales conversion indicates the presence of intervening variables that have not been optimally managed. One key variable is brand awareness, which is the ability of consumers to recognize and remember brands in a particular product category (Keller & Swaminathan, 2020). From a modern perspective, brand awareness is a crucial foundation for brand equity because more recognizable brands have a greater chance of entering consumers' consideration sets before making a purchase decision (Kotler et al., 2022; Eckert et al., 2020). Research by Nguyen et al. (2015) shows that strong brand awareness contributes significantly to consumer brand preference and purchase decisions. A preliminary survey conducted in February 2025 with 30 respondents in Bandung City showed that all respondents were familiar with Promag in general, but only 36.7% recognized Promag Herbal as a distinct variant with its own characteristics. Only 20.0% could correctly explain the differences, while 46.7% considered the two identical (brand confusion). In an unaided recall test for the herbal stomach medicine category, only 13.3% spontaneously mentioned Promag Herbal. These findings indicate that Promag Herbal faces brand confusion and a weak top-of-mind position, a condition that needs to be addressed immediately through a more effective and measurable communication strategy.

Modern consumers require direct experience, personal interaction, and compelling information before forming perceptions and purchasing intentions for a brand (Kotler et al., 2022; Mullin & Cummins, 2020). Event activation allows consumers to interact directly with the brand through visual experiences, product education, communication with Brand Ambassadors, and product sampling. Tafesse (2016) explains that brand experiences in event marketing are formed through multisensory stimulation, social interaction, learning, and direct consumer involvement. Research by Manthiou, Chathoth, and Ungap (2016) also shows that co-creation in brand experiences through events significantly influences consumer satisfaction, while Drengner, Gremler, and Hennig-Thurau (2012) found that positive event experiences directly influence consumer brand loyalty and word-of-mouth. Previous research has shown mixed results regarding the relationship between marketing activities, brand awareness, and purchase intention. Close et al. (2006) demonstrated that engagement in event marketing significantly increases brand awareness. Azzari and Pelissari (2020) found that brand awareness plays an initial role in the formation of brand value for consumers. Hakim and Keni (2020) demonstrated that brand awareness has a positive effect on purchase intention. Tafesse (2016) emphasized that event marketing can create brand experiences through direct interactions involving sensory, social, and learning dimensions. Zarantonello and

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Schmitt (2010) found that a strong brand experience can accurately predict consumer decision-making. However, research by Putra and Aristana (2020) shows that the influence of marketing activities on purchase intention is not always significant without a mechanism to strengthen brand perception. Research by Patwardhan and Balasubramanian (2011) on brand experience in the context of thematic restaurants shows that brand experience must be integrated with brand image and brand satisfaction to generate consumer loyalty. Research by Sánchez-Fernández and Iniesta-Bonillo (2007) in their systematic review on perceived value shows that consumers form brand value perceptions through multidimensional experiences, which then lead to purchase decisions. These findings suggest that the relationship between event activation, brand awareness, and purchase intention needs to be tested integratively through a comprehensive mediation model.

Based on the empirical phenomena and research gaps, this study was designed to test the integrative model of event activation → brand awareness → purchase intention for Promag Herbal products in Bandung City using the SEM-PLS approach (Hair et al., 2022, 2024). The event activation variable (X) was measured through the dimensions of attractiveness, interaction, and experience. The brand awareness variable (Y1) was measured through brand recognition, brand recall, and top of mind. The purchase intention variable (Y2) was measured through purchase interest and brand preference. Brand awareness is positioned as a mediating variable that explains the transmission mechanism of the influence of event activation on purchase intention, in line with the Hierarchy of Effects theory (Lavidge & Steiner, 1961) and Service-Dominant Logic which emphasizes the importance of interaction in value creation (Vargo & Lusch, 2016).

RESEARCH HYPOTHESIS

Based on the theoretical framework and previous research, the research hypothesis is formulated as follows:

H1: Event activation has a positive and significant effect on brand awareness of Promag Herbal products in Bandung City.

H2: Brand awareness has a positive and significant effect on the purchase intention of Promag Herbal products in Bandung City.

H3: Brand awareness significantly mediates the influence of event activation on purchase intention of Promag Herbal products in Bandung City.

RESEARCH MODEL

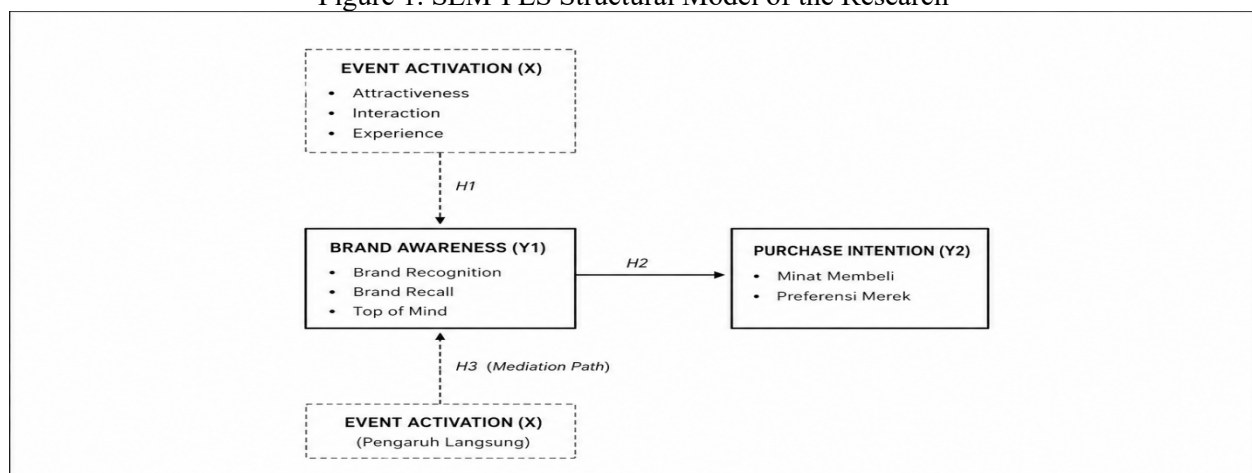
This research model is depicted in Figure 1. The model shows three main pathways:

H1: Direct influence of Event Activation on Brand Awareness

H2: Direct influence of Brand Awareness on Purchase Intention

H3: Indirect influence of Event Activation on Purchase Intention through Brand Awareness

Figure 1. SEM-PLS Structural Model of the Research



Source: Adapted from Keller & Swaminathan (2020), Kotler et al. (2022), Tafesse (2016), Hair et al. (2022)

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RESEARCH METHODS

This study used a quantitative approach with a descriptive-verification design. The descriptive approach describes the implementation of event activation, brand awareness levels, and consumer purchase intentions. The verification approach tests the relationships between variables based on the formulated hypotheses (Sugiyono, 2024). Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4.0 (Ringle et al., 2024). The research was conducted in Bandung City with the research object being consumers who interacted with the Promag Herbal activation event during the period of March–August 2025. The population was all residents of Bandung City who visited the Promag Herbal activation event booth during that period. The sample size was set at 110 respondents using the Lemeshow formula for an unknown population with a 95% confidence level, a proportion of 0.50, and a 10% margin of error. Sampling used a purposive sampling technique according to predetermined criteria (Sugiyono, 2024).

Type	Criteria
Inclusion	• Domiciled or active in Bandung City
	• Aged 18–55 years
	• Have visited the Promag Herbal activation event booth at least once
	• Willing to complete the questionnaire completely and voluntarily
	• Have a need or experience with gastric medication products
Exclusion	• Employees of PT. Kalbe Farma or distribution partners
	• The questionnaire was filled in less than 80%
	• Respondents with a straight-lining answer pattern

Source: Research Data, 2025

The research variables consist of event activation as an independent variable, brand awareness as a mediating variable, and purchase intention as a dependent variable.

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Table 4
Operationalization of Research Variables

Variables	Dimensions	Indicator	Item
Event Activation (X)	Attractiveness	Visual appeal of the booth, strategic location, event theme	3
	Interaction	Quality of Brand Ambassador's explanation, friendliness, educational value	3
	Experience	Impressions of product sampling, relevance of health education, overall impression	3
Brand Awareness (Y1)	Brand Recognition	Recognize logo/packaging, differentiate from competitors	2
	Brand Recall	Spontaneous recall, remembering benefits without assistance	2
	Top of Mind	First brand in category, spontaneous recommendation	2
Purchase Intention (Y2)	Purchase Interest	Interest in buying, plans to buy in the near future	2
	Brand Preference	Preference over competitors, recommendations to others	2

Source: Research Data, 2025

The instrument used a closed-ended questionnaire with a 5-point Likert scale (1 = Strongly Disagree; 5 = Strongly Agree) consisting of 19 items. Primary data were collected through in-person and online questionnaires via Google Forms during the study period. Secondary data came from internal reports from PT. Kalbe Farma Bandung Branch, the Bandung City Statistics Agency (BPS), the BPOM (Food and Drug Monitoring Agency), and relevant scientific literature.

Model testing is carried out in two stages:

Outer Model: Convergent validity was tested using factor loading ≥ 0.70 and Average Variance Extracted (AVE) > 0.50 (Hair et al., 2022). Construct reliability was tested using Composite Reliability (CR) > 0.70 and Cronbach's Alpha (α) > 0.60 . Discriminant validity was tested using HTMT < 0.90 and the Fornell-Larcker criterion (Henseler et al., 2015).

Inner Model: The coefficient of determination (R^2) to measure the predictive power of the model, the effect size (f^2) based on Cohen's (1988) criteria, the predictive relevance (Q^2) to assess the predictive relevance of the model, and the path coefficient through bootstrapping 5,000 subsamples (Hair et al., 2022, 2024). The hypothesis is accepted if the T-statistic > 1.96 and p-value < 0.05 . Mediation testing uses Variance Accounted For (VAF): VAF 20%–80% indicates partial mediation; VAF $> 80\%$ indicates full mediation.

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RESULTS AND DISCUSSION

Respondent Profile

Respondent Characteristics

The research sample consisted of 110 respondents with the following characteristics: majority female (58.2%), aged 25–34 years (33.6%), bachelor's degree (51.8%), working as private employees (34.5%), earning Rp 4–7 million per month (32.7%). A total of 67.3% of respondents had a history of stomach disorders and 47.3% occasionally used stomach medication, confirming the relevance of the study to actual consumer needs. The Dago CFD location dominated the event locations visited (47.3%), indicating that events in community public spaces are more effective in reaching diverse consumers. Outer Model testing is in table 5.

Table 5
Factor Loading and Convergent Validity Test Results

<i>Construct</i>	<i>Indicator</i>	<i>Factor Loading</i>	<i>Status</i>	<i>AVE</i>	<i>CR</i>	<i>α</i>
<i>Event Activation</i>	<i>X1.1</i>	<i>0.784</i>	✓	<i>0.634</i>	<i>0.941</i>	<i>0.928</i>
	<i>X1.2</i>	<i>0.731</i>	✓			
	<i>X1.3</i>	<i>0.803</i>	✓			
	<i>X2.1</i>	<i>0.856</i>	✓			
	<i>X2.2</i>	<i>0.871</i>	✓			
	<i>X2.3</i>	<i>0.824</i>	✓			
	<i>X3.1</i>	<i>0.779</i>	✓			
	<i>X3.2</i>	<i>0.748</i>	✓			
	<i>X3.3</i>	<i>0.792</i>	✓			
<i>Brand Awareness</i>	<i>Y1.1</i>	<i>0.861</i>	✓	<i>0.658</i>	<i>0.933</i>	<i>0.914</i>
	<i>Y1.2</i>	<i>0.824</i>	✓			

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	<i>Y1.3</i>	<i>0.836</i>	✓			
	<i>Y1.4</i>	<i>0.808</i>	✓			
	<i>Y1.5</i>	<i>0.743</i>	✓			
	<i>Y1.6</i>	<i>0.771</i>	✓			
<i>Purchase Intention</i>	<i>Y2.1</i>	<i>0.851</i>	✓	<i>0.681</i>	<i>0.895</i>	<i>0.856</i>
	<i>Y2.2</i>	<i>0.837</i>	✓			
	<i>Y2.3</i>	<i>0.784</i>	✓			
	<i>Y2.4</i>	<i>0.819</i>	✓			
<i>Minimum Criteria</i>		≥ 0.70		> 0.50	> 0.70	> 0.60

Source: SmartPLS 4.0 output, 2025

All 19 indicators had factor loadings above 0.70, meeting convergent validity requirements. All constructs met AVE > 0.50, CR > 0.70, and $\alpha > 0.60$, confirming good internal reliability and meeting the standards set by Hair et al. (2022).

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Table 6
Discriminant Validity Test Results

Construct Fornell-Larcker (\sqrt{AVE})	Event Activation	Brand Awareness	Purchase Intention
Event Activation	0.796		
Brand Awareness	0.694	0.811	
Purchase Intention	0.547	0.643	0.825
HTMT			
Event Activation	—		
Brand Awareness	0.724	—	
Purchase Intention	0.578	0.671	—

Source: SmartPLS 4.0 output, 2025

All \sqrt{AVE} values are greater than the correlation between constructs and $HTMT < 0.90$, confirming that discriminant validity is met according to Henseler et al.'s (2015) criteria.

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Table 7
Recapitulation of Descriptive Analysis of Research Variables

Variables	Dimensions	Mean	% Score	Category
Event Activation	Attractiveness	4.18	83.6%	Good
	Interaction	4.34	86.7%	Very good
	Experience	4.12	82.4%	Good
	Average	4.21	84.2%	Good
Brand Awareness	Brand Recognition	4.28	85.6%	Very good
	Brand Recall	3.85	77.0%	Good
	Top of Mind	3.59	71.7%	Good
	Average	3.91	78.1%	Good
Purchase Intention	Purchase Interest	3.81	75.8%	Good
	Brand Preference	3.65	73.3%	Good
	Average	3.73	74.6%	Good

Source: Primary Data, processed 2025

Event activation is in the "Good" category (84.2%), with the Interaction dimension as the main strength (86.7%). Brand awareness is "Good" (78.1%) showing a hierarchical pattern consistent with Aaker's theory: Brand Recognition (85.6%) > Brand Recall (77.0%) > Top of Mind (71.7%). Purchase intention is in the "Good" category (74.6%), indicating that consumers already have an interest in purchasing although exclusive preferences still need to be strengthened.

Inner Model and Hypothesis Testing

Table 8
Hypothesis Testing Results (Bootstrapping 5,000 Subsamples)

Hypothesis	Track	β	Std. Error	T-Statistic	P-Value	CI 95%	Decision
H1	EA → BA	0.694	0.063	11,016	0,000	[0.572; 0.816]	Accepted
H2	BA → PI	0.648	0.079	8,202	0,000	[0.493; 0.798]	Accepted
H3 (Indirect)	EA → BA → PI	0.450	0.067	6,716	0,000	[0.318; 0.581]	Accepted
Direct	EA → PI	0.203	0.088	2,307	0.021	[0.031; 0.375]	Significant

Source: SmartPLS 4.0 Bootstrapping Output, 2025

Table 9
Structural Model Test Results

Criteria	Construct	Mark	Interpretation
R² (Coefficient of Determination)	Brand Awareness	0.481	Moderate
	Purchase Intention	0.432	Weak–Moderate
f² (Effect Size)	EA → BA	0.371	Medium–Large
	BA → PI	0.321	Currently
	EA → PI (direct)	0.074	Small
Q² (Predictive Relevance)	Brand Awareness	0.298	Predictive (Q ² > 0)
	Purchase Intention	0.276	Predictive (Q ² > 0)

Source: SmartPLS 4.0 output, 2025

Table 10
Results of the Mediation Effect Test (VAF)

Component	Mark	Information
Indirect Effect (β)	0.450	$\beta(EA \rightarrow BA) \times \beta(BA \rightarrow PI) = 0.694 \times 0.648$
Direct Effect (β)	0.203	Direct influence of EA → PI
Total Effect	0.653	Indirect + Direct
VAF	68.9%	$(0.450 / 0.653) \times 100\%$
T-Statistic (Indirect)	6,716	> 1.96 → Significant
P-Value (Indirect)	0,000	< 0.05 → Significant
Types of Mediation	Partial	20% < VAF 68.9% < 80%

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Discussion H1: The Influence of Event Activation on Brand Awareness

The results of the H1 test prove that event activation has a positive and significant effect on brand awareness ($\beta = 0.694$; $T = 11.016$; $p < 0.001$; $f^2 = 0.371$). **H1 is accepted**. This very strong influence confirms that the direct multisensory experience created through event activation results in stronger brand memory encoding than passive media exposure (Tafesse, 2016; Schmitt, 2011). This mechanism is explained through the Dual Coding Theory: consumers who visit the Promag Herbal booth receive verbal stimuli (Brand Ambassador explanations about benefits, product differences) and non-verbal stimuli (booth decorations in green herbal colors, texture and taste during product sampling, background music) simultaneously, resulting in more persistent and easily re-accessible memory traces (Paivio, 1986). The dominant Interaction dimension (86.7%) indicates that the quality of Brand Ambassador communication is a major force in building brand awareness. This is consistent with the Elaboration Likelihood Model (Petty & Cacioppo, 1986), where consumers who interact directly process information through central route processing, resulting in stronger and more sustainable attitude changes. Vargo and Lusch's (2016) research on service-dominant logic also confirms that interaction between service providers and consumers is the core of value creation, resulting in stronger brand perception and clearer brand differentiation in the minds of consumers. This finding aligns with research by Close et al. (2006) which demonstrated that active involvement in event marketing significantly increases brand awareness, and Azzari and Pelissari (2020) who found that brand awareness plays an initial role in the formation of brand value. Research by Drengner et al. (2012) also demonstrated that positive event experiences can generate strong emotional engagement, which in turn strengthens consumer brand recall and recognition on an ongoing basis. The R^2 value of 0.481 indicates that event activation explains 48.1% of the variance in brand awareness, leaving 51.9% influenced by other factors such as television advertising, digital content, word-of-mouth, and previous experience with the product.

Discussion of H2: The Influence of Brand Awareness on Purchase Intention

The results of the H2 test prove that brand awareness has a positive and significant effect on purchase intention ($\beta = 0.648$; $T = 8.202$; $p < 0.001$; $f^2 = 0.321$). **H2 is accepted**. This finding confirms the consideration set theory that consumers only consider brands they are familiar with in the purchase decision-making process (Keller & Swaminathan, 2020). The causal mechanism is explained through perceived value: high brand awareness increases perceived quality (consumers assess familiar products as higher quality) and decreases perceived risk (brand familiarity reduces pre-purchase uncertainty), which simultaneously drives purchase intention (Kotler et al., 2022; Dodds et al., 1991). In the context of herbal pharmaceutical products where trust and safety are crucial, consumers who already "know" Promag Herbal through direct interactions at events have lower psychological barriers to purchase because they have received educational information from a trusted Brand Ambassador. This finding is consistent with Hakim and Keni (2020) who demonstrated that brand awareness, brand image, and customer perceived value are significant in driving purchase intention, as well as research by Azzari and Pelissari (2020) which showed that brand awareness is significant in shaping consumer purchase intention. Tsai's (2005) research also shows that brand awareness plays a significant role in influencing consumer purchasing orientation, especially for products requiring a high level of trust. The R^2 value of 0.432 indicates that brand awareness explains 43.2% of the variance in purchase intention, with the remaining 56.8% influenced by situational factors such as product availability, price, healthcare provider recommendations, and competitive alternatives available on the market.

Discussion of H3: Mediating Brand Awareness in the Relationship between Event Activation and Purchase Intention

The results of the mediation effect test confirmed that brand awareness partially mediates the effect of event activation on purchase intention (VAF = 68.9%; β indirect = 0.450; $p < 0.001$). **H3 was accepted**. The VAF value of 68.9% indicates that 68.9% of the total effect of event activation on purchase intention is channeled through the brand awareness development pathway. This confirms that brand awareness is not only the final outcome of event activation, but rather an active transmission mechanism that converts event experiences into ongoing purchase intentions. This partial mediation finding is consistent with the Hierarchy of Effects Model (Lavidge & Steiner, 1961) which states that the marketing process moves sequentially from awareness \rightarrow knowledge \rightarrow liking \rightarrow preference \rightarrow conviction \rightarrow purchase, where brand awareness is the initial stage that must be passed before consumers reach the purchase intention stage. Patwardhan and Balasubramanian's (2011) research on brand experience in the context of thematic restaurants

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shows that brand experience must be integrated with brand image and brand satisfaction to generate loyalty, confirming that brand awareness mediation is important in a more complex model. The significant but small direct effect (β direct = 0.203; $p = 0.021$; $f^2 = 0.074$) indicates that event activation can also directly drive purchase intention through impulsive buying tendencies triggered by the pleasant event atmosphere and social pressure at the location, or through in-event promotional incentives such as special price offers or free sampling that temporarily lower purchase barriers. However, the coefficient of the direct path (0.203) is much smaller than the indirect path (0.450), confirming that event activation strategies that focus on building long-term brand awareness are more effective than strategies that pursue immediate purchase conversions. The partial mediation model indicates a multidimensional relationship model, where event activation also influences purchase intention through other variables not examined in this model, such as brand trust, perceived quality, affective attitude, and emotional engagement. Research by Zarantonello and Schmitt (2010) shows that brand experience encompasses multiple components that contribute to purchasing decisions. Research by Manthiou et al. (2016) also proves that co-creation in brand experiences through events significantly influences customer value and satisfaction, which were not directly measured in this study. This partial mediation finding directly helps explain the initial paradox: the high quantity of event activation (126.88% of the target) did not result in proportional sales conversion (71.32% of the event sales target) because brand awareness as a key mediating variable has not been optimally optimized in each event implementation. This indicates that it is important for PT. Kalbe Farma Bandung Branch to shift the focus from increasing the quantity of events to improving the quality of events that are able to build stronger and more sustainable brand awareness.

Conclusion

This study produces three main conclusions based on comprehensive and integrated hypothesis testing:

First, event activation had a positive and significant effect on Promag Herbal brand awareness ($\beta = 0.694$; $T = 11.016$; $p < 0.001$; $f^2 = 0.371$), with the Interaction dimension as the main strength (86.7%). This finding confirms that the multisensory direct experience created through event activation results in stronger and more persistent brand memory encoding than conventional media exposure.

Second, brand awareness has a positive and significant effect on purchase intention of Promag Herbal ($\beta = 0.648$; $T = 8.202$; $p < 0.001$; $f^2 = 0.321$), confirming the importance of brand awareness in consumer purchasing decisions, especially in the herbal pharmaceutical product category that requires a high level of trust.

Third, brand awareness partially mediates the effect of event activation on purchase intention (β indirect = 0.450; VAF = 68.9%; $p < 0.001$), with 68.9% of the total effect of event activation channeled through the brand awareness building pathway. This partial mediation suggests that an effective event activation strategy should focus on building long-term brand awareness as the primary transmission mechanism toward purchase intention, although there are also smaller direct pathways through impulsive buying and promotional incentives.

Managerial Implications

Based on the research findings, the managerial implications for PT. Kalbe Farma Bandung Branch are:

1. **Shift from Quantity to Quality Events:** Shifting the focus from pursuing event quantity (target 126.88% achieved) to improving event quality that can build stronger brand awareness. The Interaction dimension, which has reached 86.7%, must be maintained and improved, while the Experience dimension (82.4%) requires special attention.
2. **Enhancing the Experience Dimension:** The Experience Dimension needs to be enhanced through a more private and personalized product sampling design, given that some respondents feel uncomfortable sampling in public places. Alternatives include closed sampling areas or special scheduling for specific respondents.
3. **Brand Message Consistency:** Improving brand message consistency across every interaction point will elevate Promag Herbal's position from brand recognition to a more dominant top-of-mind position. The 13.9 percentage point gap between Brand Recognition (85.6%) and Top of Mind (71.7%) indicates the need to strengthen message consistency.
4. **Integration with Other Communication Strategies:** Integrate event activation with other marketing communication strategies (mass media, digital, PR) to strengthen brand awareness outside the event context and increase accumulative effectiveness.

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5. **Brand Ambassador Development:** Developing a competency program for Brand Ambassadors to be more effective in conducting central route processing for consumers, considering that the Interaction dimension is the main strength of event activation.

Research Limitations

This study has several limitations that need to be acknowledged:

1. **Geographical Limitations:** The sample is limited to Bandung City (110 respondents), so the findings cannot be directly generalized to other marketing areas of PT. Kalbe Farma without further replication and adaptation.
2. **Temporal Cross-Sectional Design:** Cross-sectional design is unable to capture the dynamics of changes in brand awareness over time as a cumulative impact of event activation, so it cannot analyze the lag effect in detail.
3. **Unmeasured Variables:** The model does not consider other potential mediating or moderating variables such as brand trust, perceived quality, health consciousness, perceived product value, and emotional engagement that may influence the relationships between variables.
4. **Top of Mind Measurement:** Top of mind measurement uses a Likert scale (aided) which is less ideal than the unaided recall method through open questions, so the results can be biased towards the positive.
5. **Potential Self-Selection Bias:** Respondents who are willing to complete the questionnaire at the event location are likely to have a more positive brand attitude than the general population who did not participate in the event.
6. **Temporal Context of the Research:** The research was conducted between March and August 2025, which was the peak period of activation. Results may differ if conducted in other periods with different event intensities.

Suggestions for Further Research

1. **Longitudinal Design:** Further research is recommended to adopt a longitudinal design to capture the dynamics of changes in brand awareness over time and analyze the lag effect in more detail.
2. **Wider Geographic Coverage:** Expanding the geographic coverage to other marketing areas of PT. Kalbe Farma (Jakarta, Surabaya, Medan) to increase the generalizability of the findings.
3. **Additional Variables:** Consider other potential variables such as brand trust, perceived quality, emotional engagement, health consciousness, and perceived value for a more comprehensive understanding of the event activation mechanism.
4. **Top of Mind Measurement Method:** Using the unaided recall method through open-ended questions to measure top of mind more accurately, or combining it with a Likert scale for triangulation.
5. **Moderation Analysis:** Analyzing the moderating role of demographic variables (age, gender, income, event frequency) and psychographic variables (health consciousness, brand loyalty) on the relationship between variables.
6. **Competitor Comparison:** Conducting a comparative analysis with competitor brands (other herbal stomach medicines) to identify the competitive advantages of the Promag Herbal activation event.

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