

ABSTRACT

The phenomenon with Burjo Rizqi is that in the Covid-19 pandemic, many stalls and restaurants have closed their businesses due to declining turnover, customers who have become quieter due to the fear of the Covid 19 virus and the PSBB implemented in Indonesia, especially in Semarang, Burjo Rizqi actually has the opposite phenomenon. Burjo Rizqi in the period June to September 2020 actually experienced an increase in sales turnover by 30-40% per month, which was different from the conditions experienced by other restaurants and cafes. The purpose of this research is to increase customer engagement of Burjo Rizqi.

The population of this research is all consumers of Burjo Rizqi. Samples were taken using purposive sampling technique with a total of 137 consumers. Data analysis using structural equation modeling.

Based on the research results, event marketing has no effect on brand equity, event marketing has a positive effect on word of mouth, event marketing has a positive effect on customer engagement, brand equity has a positive effect on customer engagement, word of mouth has a positive effect on customer engagement..

Keywords: *event marketing, brand equity, word of mouth, customer engagement*