Dessert has experienced fluctuating sales. The company hopes the sale can be stable or even increasing. One of the ways to increase the sales is done through promotional activities. Promotions according to Kotler and Keller (2012: 498) covers eight elements such as advertising, sales promotion, personal selling, public relations, direct marketing, events and experiences, interactive marketing, and word of mouth marketing. In each semester, Le Fluffy dessert uses different combinations of promotional tools as attached in Table 1. Based on these data, the most optimal promotional activities used by Le Fluffy Dessert is events, word of mouth and direct marketing.

As shown in Table 2, Le Fluffy Dessert has also joined some food exhibitions such as Food Kartel where numbers of visitors came to visit. Many consumers know Le Fluffy Dessert’s products as they converse. This is known as word of mouth marketing. Information obtained from other people’s products about Le Fluffy Dessert is very helpful to help potential customers to make their decision to purchase the products.

Marketing through direct marketing is used during bazaar, as well as sales through BlackBerry message, Line, and Whatsapp. Promotion is an important factor of a marketing program. Promotions can increase sales by attracting consumers to buy products. They will leave the competitors’ products, and decide to the products from Le Fluffy Dessert. Purchasing decisions by buyers consists of numbers of factors (Mariyanti and Rahanatha, 2015).

Based on the aforementioned rationales, the research questions are formulated as follows: 1) Does the event influence consumer purchase decisions Le Fluffy Dessert? 2) Does word of mouth influence consumer purchase decisions Le Fluffy Dessert? 3) Does direct marketing influence consumer purchase decisions Le Fluffy Dessert?

**Theoretical Basis**

**Buying Decision**

Setiadi (2015) describes the purchase decision as the selection process that involves two or more different action alternatives. There are several aspects that influence consumer purchase decisions such as knowledge, meanings, beliefs of memory and attention to the process of understanding the new information in the environment. Rozkin et al. (2015) suggests some indicators of customers’ purchasing decisions: (1) the needs and desires of a product, (2) the desire to try, (3) the stability of the quality of a product, (4) the purchase decision.

**Event**

Events are activities sponsored by company designed to specific brand-related interactions with customers (Kotler and Keller, 2012: 226). There are some variables that affect event marketing (et al., 2016), (1) compliance of the event with the hope, (2) the suitability of the time and place of the event, (3) the information offered, (4) impress visitors, (5) the value of benefits, (6) an enthusiastic visitor, (7) the frequency of the company’s support in sponsoring the event activities, (8) the involvement of direct communication with the event and the participants, (9) the knowledge of participants on the sponsor’s brand.