

## **ABSTRACT**

*The increasing internet users in Indonesia make businesses compete to utilize the Internet as a media sales and one of them is an online store Lazada, an online shop service providers who use the website as a sales medium. This study aims to determine consumer response to experiential marketing Lazada applied by online stores, purchasing decisions and experiential marketing influence on purchasing decisions.*

*This research uses descriptive and quantitative research methods, sampling study conducted by the non-probability sampling method is purposive sampling with the number of respondents was 100 respondents in the city of Bandung. Then for the analysis used descriptive analysis and simple linear regression analysis test.*

*The results of this study indicate that in response to experiential marketing have a significant effect on purchasing decisions. Simultaneously proved that experiential marketing significantly influence purchasing decisions. Adjusted R Square of its value is 0.531, which means all the independent variables can explain 53.1% of the dependent variable. While the remaining 46.9% can be explained by factors - other factors not tested in this study.*

***Keywords: Experiential Marketing, Purchasing Decision, Lazada***