

ABSTRACT

The development of the business today is increasing every years, the increase of the competition is a challenge and a threat for the business owner. To win the competition, every business is required to be always sensitive to the changes that occur in the market and should be able to create ideas that are creative so that the products offered can be attractive the costumers, so that the customers can get satisfied for the products and the company can survive to win the competition.

Experiential marketing can be very useful for a company to improve the brand that is at a stage of decline, differentiate of the products from competitors, creating an image and identity for a company, increase innovation and persuade customers to try and buy the product. So the This research was conducted to find out the response of consumers about the experiential marketing at Warung MIsbar, and purchasing decision, and and to find out how much promotion mix influence to purchasing decisions at Warung Misbar.

The result of that research can be seen that experiential marketing significant influence to purchasing decision as 0,45,meaning that experiential marketing significant influence to purchasing decision with percentage of 40,5%, while the affect by other factors example brand image, store atmosphere, service quality with percentage of 59,5% (100 - 40.5%)

Keywords: Marketing, Experiential Marketing, Purchasing Decision.