

ABSTRACT

Indonesia as a developing country is the largest smartphone market in Southeast Asia. Based on data from smartphone users in Indonesia, Samsung is a smartphone products with the highest sales and Bandung is the city with the highest sales contribution of Samsung Smartphone in Indonesia. One of Samsung's marketing strategy is to establish Samsung Experience Store. The Samsung Experience Store is located in West Java, Bandung Electronic Center (BEC), Bandung.

The aim of this study is to see how the Experiential Marketing and Purchasing Intention at the Samsung Experience Store BEC and how much influences that Experiential Marketing has given on Purchasing Intention Smartphone Samsung Experience Store in Bandung Electronic Center, Bandung.

The data collection is done by distributing questionnaires to 400 respondents who were visitors Samsung Experience Store Bandung Electronic Center. The method used is quantitative data processing using SPSS for Windows 23.

The results showed that partially Sense, Feel, Think, Act and Relate significant positive effect on Smartphone Purchasing Intention and simultaneously Experiential Marketing provides the effect of 92.4% of the Smartphone Purchasing Intention in Samsung Experience Store Electronic Center Bandung, Bandung.

Based on the findings of this study should improve the services the company briefed use of the product in store so that visitors would have better understand regarding product features.

Keywords: Experiential Marketing; Smartphone; Purchasing Intention