

ABSTRACT

Lawangwangi creative space as a business restaurant needs to create positive perception to mind consumers & is an important factor in the success sales a product namely by conveying or communicating a product by touching the emotional side consumers .One of them marketing that can be used to affect emotion consumers to increase the decision the purchase is through experiential marketing consisting of five major aspects that is sense, feel, think, act and relate .The application of experiential marketing in lawangwangi creative space able to provide information and experience to consumers to do decision the purchase.

Research aims to understand the influence of experiential marketing (sense, feel, think, act and relate) (X) of the decision the purchase (Y) in lawangwangi creative space.The method used is a method of quantitative.Technique sampling using formulas bernoulli to technique nonprobability sampling kind of purposive sampling.Criteria sampling in this research was city people bandung ever held a purchases in lawangwangi creative space bandung.The analysis used in this research include test validity, reliability test, regression analysis linear simple, and the testing of hypotheses which includes test t, test f, and coefficients determination (R^2).

The results of the study showed the magnitude of experiential marketing is as much as 81,11 % who are in the category of good enough on the line continuum , while value decision the purchase is as much as 81,45 % in categorise good on the line continuum .The size of the influence experiential marketing (X) of the decision the purchase (Y) is 0,549 or 54,9 % and the rest is as much as 45,1 % influenced by other variables as the brand image , store atmosphere , and quality of service .

Keywords : Experiential Marketing, Purchasing Decisions, Lawangwangi Creative Space