

## **ABSTRACT**

*Starbucks Coffee is an American company, PT. Sari Coffee Indonesia is a buyer of Starbucks Coffee licenses in Indonesia, Starbucks Coffee is the largest coffee shop in Indonesia which has more than 100 branches both inside and outside the city. Starbucks Coffee sells many products, ranging from espresso-based hot drinks, cold drinks, frappuccino blended coffee and frappuccino blended cream, snacks such as cakes, puffs, cookies, to sandwiches and Starbucks Coffee featuring a cozy atmosphere to meet clients or just take off tired, Using Experiential Marketing Strategy (sense) Interior Design, (feel) Hospitality Employee , (think) Product Innovation, (Act) Assessment of payment system, (relate) Telling experience to others, to know how much influence Experiential Marketing purchase decision of Starbucks Coffee in Bandung. This research uses quantitative research method using Likert scale, the method used is simple Linear Regression data analysis technique. The results of this research is Experiential Marketing Starbucks Coffee has a significant influence of 39.5% while the remaining 60.5% described other variables that are not included in the model undertaken in this study.*

*Keywords: Experiential Marketing, Purchase Decision, Starbucks Coffee*