

ABSTRACT

The growing of hotels in Bandung is increasing every year. In the era of competition in the hospitality industry, marketing is currently in a period where a marketer is required to be able to provide innovation and unforgettable experience for consumers regardless of product or service. Nexa Hotel is the one of hotels in Bandung that apply Experiential Marketing. From each hotel has its own unique and distinctive characteristic. This research aims to determine Experiential Marketing (X1), Brand Awareness (X2) to Purchase Decision and know which variables are the most dominant influence.

The method used is Quantitative Research and Sampling using Non Probability Sampling method, with the number of samples of 100 respondents.

This research aims to determine the independent variables that affect the dependent variable. Experiential Marketing variables that have an average of 78,12 %, this figure is obtained from the responses of respondents through 4 statements about Experiential Marketing variables, which means the position of Experiential Marketing variables rated Good. While Brand Awareness variable has average percentage equal to 73,69% this figure is obtained from respondent response through 4 statement about Brand Awareness variable, which means position of variable Brand awareness is good. Based on R square test results, obtained R square value of 0.545 This shows the Purchase Decision is influenced by Experiential Marketing and Brand Awareness of 54.5%.

Keyword: *Experiential Marketing, Brand Awareness, dan Purchase decision*