

ABSTRACT

Chingu Korean Fan Café Bandung in 2018 business entrepreneurs who are able to compete in culinary competition by creating a café atmosphere that is always remembered in the minds of consumers. Chingu Korean Fan Café provides a menu and atmosphere concept like that from the exterior and interior of Bandung's Chingu Korean Fan Café, so consumers feel there is Korea which provides a direct emotional experience to consumers. In an experiential marketing strategy, consumers not only demand quality goods, but also want emotional benefits, in the form of memorable experience that is to tell an impressive experience is to retell our past experiences, experiences that will be difficult to forget. the experience can be funny, sad, experience full of motivation etc. but in most people this impressive experience tends to be a lot of funny experiences.

The purpose of this study was to determine the effects of Experiential Marketing (sense, feel, thing, act, and relate) (X) on Purchase Decisions (Y) at Bandung Chingu Korean Fan café 2018. The method used was quantitative method. Sampling using Purposive Sampling type Nonprobability Sampling technique. The sampling criteria in this study were consumers who had visited and had made purchases at Bandung's Chingu Korean Fan Café. The analysis used in this study includes validity test, reality test, simple linear regression analysis, and hypothesis testing which includes T test, F test, coefficient of determination.

Purchasing decision-making takes place in five stages. Maybe not every customer goes through all of these stages when a brand makes a decision to buy, because in reality some stages can be passed depending on the type. The results of the study show that Experiential Marketing (X) has a percentage of 76.48% which is in the high category and interpreted as assessed by the respondents in the good category. While the percentage of Purchasing Decision (Y) is 76.21% which is categorized both on the continuum line including the high category.

Keywords: *Chingu Korean Fan Cafe Bandung, Experiential Marketing, Purchasing decision*