

ABSTRACT

The creative industry is a strategic sector for economic development in Indonesia. One of the creative industries is music. Nowadays music is not only to be heard, but also becomes a new lifestyle by buying original merchandise releases for the public. The purpose of this study was to determine the effect of Social Media Marketing, Experiential Marketing and Electronic Word of Mouth on Purchasing Decisions on the Burgerkill Merchandise Band simultaneously.

There are four variables Social Media Marketing, Experiential Marketing, Electronic Word Of Mouth, and Purchasing Decisions. In the Social Media Marketing variable there are 4 dimensions namely Content Creation, Content Sharing, Connecting, Connecting, Community Building. In the Experiential Marketing variable there are 5 dimensions namely Sense, Feel, Think, Act, Relate. In the Electronic Word of Mouth variable there are 3 dimensions namely Intensity, Valence of Opinion, Content. In the Purchasing Decision variable there are 7 dimensions namely a decision about the type of product, a decision about the form of a product, a decision about a brand, a decision about the seller, a decision about the number of products, a decision about the time of purchase, a decision about how to pay

This type of research is quantitative and uses descriptive analysis methods. The data analysis technique used is multiple linear regression analysis. The population in this study were music fans who had seen Burgerkill band social media, saw the Burgerkill band concert, and bought Burgerkill band merchandise and the research was conducted in Bandung while the samples in this study were 100 music fan respondents who had seen Burgerkill band social media, saw the concert the Burgerkill band, and buy Burgerkill band merchandise.

Based on the results of this study concluded that the responses of respondents to all variables included in either category. The conclusion of this research partially is social media marketing, amounting to 31.4% of purchasing decisions, experiential marketing of 20.9% of purchasing decisions, and electronic word of mouth of 9.7 % of purchasing decisions. So for the total magnitude of all variables affect the decision to purchase merchandise band Burgerkill with a percentage of 62%.

Keywords: Electronic Word Of Mouth, Experiential Marketing, Social Media Marketing, Purchasing Decisions.