

ABSTRACT

The number of aviation industries in Indonesia makes each trip vying to provide good service. Some of the guests in Indonesia include Lion Air, Garuda Indonesia, Citilink, Batik Air, Sriwijaya Air, and Nam Air. One who receives full service is Garuda Indonesia. With the introduction of the concept of Garuda Indonesia Experience, Garuda Indonesia created the traits gained, while enhancing the image of Indonesia in the international world. The concept of Garuda Indonesia Experience based on the five senses or the 5 senses (vision, sound, aroma, taste, and touch).

This study uses a simple regression analysis method. The type of this research is causal descriptive with quantitative discussion. The population in this study were all aircraft passengers (service users) of Garuda Indonesia in Bandung with a sample of 100 respondents used based on the calculation of the Lemeshow formula. The data analysis method used is testing data validity, reliability, descriptive, classical assumptions (normality), hypothesis (t test), coefficient of determination, and simple regression analysis.

Based on results of the study approved Variable experiential marketing (X) variables, a positive and significant influence on the decision variable using Garuda Indonesia Airlines flight services (Y) of $0.894 = 90.1\%$. The rest $(100\% - 90.1\%) = 9.9\%$ is needed by other factors that cannot be collected which could increase the decision to use Garuda Indonesia Airlines services in Bandung.

Keywords: experiential marketing, decision to use services, garuda indonesia