

ABSTRACT

Lazada as one of the leading e-commerce sites should be the most desirable online shopping platform by consumers. But in reality the buying interest of consumers on the online shopping site Lazada does not occupy the first position. So the online store is taken Lazada to prove whether the online store Lazada true safe, reliable, and good quality products through the five senses from the appearance of the website, the quality of products sold, to bring up the thinking and action through experiential marketing how the perception of consumers about this online store that will bring a buy interest..

The aim of the study is to determine the simultaneous effect of marketing Experiential on buy Lazada interest. The method done in the study is a descriptive method of causal (causation). The research technique undertaken is non-probability sampling. Data is collected through questionnaires and analyzed with simple linear regression

The result of this study was the influence of Experiential Marketing against the interest of buying on Lazada with the results of F test of the Fcountdown Experiential Marketing (X) $409.776 > F_{table} 3.09$ Then it can be learned that Experiential Marketing affects the buy interest, and Experiential Marketing contributions by 80.7%, which amounted to 19.3% influenced by other factors that are not researched..

Keyword: Marketing, Experiential Marketing, Purchase Intention