

ABSTRACT

Along with the development of an increasingly modern era, many types of tourism are developing and advancing in Indonesia. One of the famous and interesting cities in Indonesia is Bandung. Bandung Tourism is a tour that always gets a positive response from the community. As the tourist attractions that make consumers memorable and remember the place so that consumers visit with satisfaction.

The purpose of this author's research is to determine the effect of Experiential Marketing on the increasing number of tourist visits in the city of Bandung that have been applied by Dinas Kebudayaan dan Pariwisata Kota Bandung.

The research method used by the author is a quantitative method and the data analysis technique used is simple linear regression. Data analysis techniques are descriptive analysis and simple linear regression analysis. The collected data is then analyzed statistically by simple linear regression analysis using the SPSS program. Hypothesis testing in this study was conducted by t test (partial).

Based on the results of this author's research, the results of a simple linear regression analysis are: $Y = 0.639 + 0.403X$ and a coefficient (R) of 0.789 which shows that the effect of Experiential Marketing on Purchase Interest is 78.9% while the remaining 21.1% is influenced by Other variables not examined by the author.

Keywords: Marketing, Experiential Marketing, Purchasing Decisions, Tour.