

ABSTRACT

Bandung is known as a culinary city because of its diversity in culinary tourism, culinary entrepreneurs are competing to attract and influence consumers in making purchasing decisions. One of the efforts made can be creating creative and innovative products and creating experience for its consumers. This study aims to determine the response of consumers regarding the application of Experiential Marketing, consumer responses in the Purchasing Decision Process, and influence Experiential Marketing to Purchasing Decision Process Cekeran Midun branch Dipatiukur Bandung. Where entrepreneurs not only offer products and services but offer an emotional experience that gives a positive impression to consumers.

Data retrieval technique in this study using questionnaires given to 100 respondents who are consumers of Cekeran Midun using the method of descriptive analysis of causal analysis with the type of quantitative research. The data is processed by using simple regression with the variables studied ie Experiential Marketing and Purchasing Decision Process, with defined dimensions are: sense, think, feel, act, relate.

The result of experiential marketing research has an effect on purchasing decision process is 39,8% and the rest is 60,2% influenced by other factors not studied like brand image and promotion.

Keywords: Experiential Marketing, Purchasing Decision Process