

ABSTRACT

The Effect of Marketing communication and Experiential Marketing on Purchasing Decisions in Marketplace Shopee

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The study is to know the effect of marketing communication and experiential marketing decisions on the purchasing decisions in the marketplace shopee.

The research method used was the quantitative method. Data retrieval is used in questionnaires. This research population is students at the mahasiswa/i University Telkom a class in 2016. The sample sampling technique in this study is an intermediate sampling by the simple random sampling method. Sample of 84 samples. The data analysis used is linear regression analysis using version 24 of IBM statistical software help.

Research has shown that marketing communications have had an impact on purchasing decisions at roughly 64.4%. Experiential marketing had a 75.1% influence on the purchasing decisions in the marketplace shopee. Marketing communications and experiential marketing had significant and positive effects on the purchasing decisions in the marketplace shopee.

Marketing communications and experiential marketing affected the variable purchasing decisions in the marketplace shopee simultaneously with a value of 0.768 or 76.8% in which 23.2% were explained by other factors not included in the study.

Keywords: marketing communication, experiential marketing, purchasing decisions.