

## ABSTRACT

Lifestyle change caused many who experienced a shift or change in function. One of which is the presence of a cafe or a fast food restaurant who gave birth to a new social and cultural phenomenon. A growing number of fast food restaurants in Indonesia. Therefore many companies compete creates a fast food flavor products one of which is KOBE. KOBE implement marketing strategies experiential marketing. The purpose of this study was to anylize the influence of experiential marketing on consumer purchasing decision.

The method used in this research is i\simple linier regression method, with the population were consumer KOBE in Bandung. Where samples are taken as 100 respondens.

This study indicates that the value of the experiential marketing to purchasing decision amounted to 12,9% while the remaining 87,1% is explained by other variables that not include in the model proposed in the study.

**Keyword : Experiential Marketing, Purchasing Decision, KOBE Flavour Powder**