

ABSTRACT

The purpose of this study was to analyse the effect of emotional marketing on the decision process to purchase a vespa motorbike among Telkom University Bandung students. Quantitative research was used in this study. The population in this study were Telkom University students who owned and used vespa motorbikes where the number of vespa motorbike users was unknown. The sample size was 239 students. This study used purposive sampling method. Data analysis technique is Descriptive analysis, carried out using a percentage that shows the level of respondents' perceptions of the statements contained in the questionnaire. The results of this study are Emotional marketing perceived by respondents is already in the high category, meaning that Vespa has the right steps in marketing its products, so that potential customers or consumers feel an emotional desire to own a Vespa. The purchasing decision process for Vespa products is in the high category, so it can be concluded that respondents actually have a purchasing decision process that is carried out properly before deciding to buy a Vespa. emotional marketing variables have a strong relationship with the formation of the purchasing decision process.

Keywords: *Emotional Marketing, Purchase Decision, Vespa Motorbike*