# Analisis Pengaruh Experiential Marketing Terhadap Keputusan Pembelian

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## ABSTRAK

Perhotelan di kota semarang provinsi jawa tengah mengalami pertumbuhan yang sangat pesat terutama hotel berkelas yaitu bintang empat. Dengan perkembangan yang demikian cepatnya membuat persaingan perhotelan semakin ketat untuk tingkat hunian kamar yang dimiliki oleh hotel-hotel berbintang di semarang, maka berbagai upaya dilakukan oleh pihak hotel agar pelanggan selalu kembali untuk menginap dan mendapatkan pengalaman yang tak biasa ketika menginap di hotel bintang empat kota semarang. Oleh karena itu hotel bintang empat kota semarang menggunakan strategi experiential marketing agar konsumen melakukan keputusan pembelian yang sama terhadap hotel bintang empat. Tujuan penelitian ini adalah menganalisis pengaruh tiap-tiap variable pada experiential marketing, yaitu sense, feel, think, act, dan relate terhadap keputusan pembelian di hotel bintang empat kota semarang dan menganalisis factor yang memiliki pengaruh paling besar pada keputusan pembelian. Penelitian ini mengumpulkan data melalui metode kuesioner terhadap 100 responden pelanggan, lalu dilakukan analisis terhadap data-data yang diperoleh berupa analisis deskriptif dan analisis kuantitatif. Teknik analisis data yang digunakan adalah analisis regresi linear  berganda. Data-data yang telah memenuhi uji validitas, uji reliabilitas, dan uji asumsi klasik. Pengujian hipotesis menggunakan uji t dimana menunjukkan bahwa kelima variable bebas yang diteliti terbukti secara signifikan mempengaruhi variable terikat. Kemudian melalui uji F diketahui bahwa kelima variable berpengaruh signifikan secara bersama-sama terhadap keputusan pembelian. Angka adjusted R square yang di peroleh sebesar 0,638 menunjukkan bahwa 63,8 persen variasi keputusan pembelian bias dijelaskan oleh kelima variable bebas yang digunakan dalam persamaan regresi. Sisanya dijelaskan oleh variable lain.

Kata Kunci    :   Kata Kunci : Experiential marketing, Sense (panca indera), Feel (perasaan), Think (cara berpikir), Act (kebiasaan), Relate (pertalian), Keputusan Pembelian.

# The Analysis of The Influence of Experiential Marketing on Purchasing Decision

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## ABSTRACT

Hospitality in Semarang of city Central Java province experiencing rapid growth especially classy hotel that is a four star. With such past development the competition getting tougher hospitality for room occupancy rate of hotels that are owned by the luxury hotels in Semarang, the various efforts made by the hotel so that customers always come back to stay and get to experience unusual when staying in four star hotels city semarang. Therefore, a four-star hotel Semarang using experiential marketing strategy so that consumers make purchasing decisions similar to the four-star hotel. On the purpose of this study was to analyze the influence city of each variable on experiential marketing, such as sense, feel, think, act, and relate on purchasing decision in a four star hotel Semarang and analyze the factors that have the biggest influence on purchasing decision. This study collected data through questionnaires to 100 customers respondents, then conducted an analysis of the data obtained in the form of descriptive analysis and quantitative analysis. Data analysis technique used is multiple linear regression analysis. Data that has met the validity test, reliability test, and classical assumption test. Hypothesis test using t test which showed the five independent variables that studied was shown significantly effect on dependent variable. Then through the F test is known the five variables have a significant effect simultaneously on purchasing decision. Figures adjusted R square that was obtained by 0.638 indicates that 63.8 percent of the variation is explained by bias purchasing decisions that five independent variables used in the regression equation. The rest is explained by other variables.

Keyword           :   Keywords: Experiential marketing, Sense (five senses), Feel (feeling), Think (way of thinking), Act (customs), Relate (linkage), Purchasing Decision.