

ABSTRAK

Persaingan dalam usaha kuliner sangat beragam sehingga membuat beberapa usaha kuliner bersaing sangat ketat. Hal ini membuat pemilik usaha harus mempunyai ide-ide unik untuk produk yang ditawarkan serta promosi yang menarik. Makanan bercita rasa pedas dengan kuah *gochujang* dan penyajiannya menggunakan *table stove* membuat Mie Gembeng berbeda dari yang lainnya. Hal ini membuat peneliti melakukan penelitian tentang pengaruh *experiential marketing* dan *electronic word of mouth* terhadap keputusan pembelian. Tujuan penelitian ini adalah untuk mengetahui pengaruh *experiential marketing* dan *electronic word of mouth* terhadap keputusan pembelian Mie Gembeng Lumajang, baik secara parsial maupun secara simultan. Metode penelitian yang digunakan adalah metode regresi linier berganda. Hasil penelitian menunjukkan bahwa *experiential marketing* berpengaruh secara parsial terhadap keputusan pembelian Mie Gembeng Lumajang, *electronic word of mouth* berpengaruh secara parsial terhadap keputusan pembelian Mie Gembeng Lumajang, *experiential marketing* dan *electronic word of mouth* berpengaruh secara simultan terhadap keputusan pembelian Mie Gembeng Lumajang. Hasil penelitian berdasarkan koefisien determinasi menunjukkan bahwa *experiential marketing* dan *electronic word of mouth* berpengaruh terhadap keputusan pembelian sebesar 57% dan sisanya sebesar 43% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci : *Experiential Marketing*, *Electronic Word of Mouth*, Keputusan Pembelian

ABSTRACT

Competition in the culinary business is very diverse so that makes some culinary businesses compete very tight. This makes the business owner must have unique ideas for the products offered as well as attractive promotions. Spicy food with gochujang sauce and its presentation using a table stove makes Mie Gembeng Lumajang different from the others. This makes researchers conduct research on the effect of experiential marketing and electronic word of mouth on purchasing decisions. The purpose of this study is to determine the effect of experiential marketing and electronic word of mouth on purchasing decisions of Mie Gembeng Lumajang, both partially and simultaneously. The research method used is multiple linear regression method. The results showed that experiential marketing partially influenced the purchasing decision of Mie Gembeng Lumajang, the electronic word of mouth partially influenced the purchasing decision of Mie Gembeng Lumajang, the experiential marketing and electronic word of mouth simultaneously influenced the purchasing decision of Mie Gembeng Lumajang. The results of the study based on the coefficient of determination indicate that experiential marketing and electronic word of mouth affect purchasing decisions by 57% and the remaining 43% is influenced by other variables not examined in this study. experiential marketing and electronic word of mouth simultaneously influence the purchasing decision of Mie Gembeng Lumajang. The results of the study based on the coefficient of determination indicate that experiential marketing and electronic word of mouth affect purchasing decisions by 57% and the remaining 43% is influenced by other variables not examined in this study. experiential marketing and electronic word of mouth simultaneously influence the purchasing decision of Mie Gembeng Lumajang. The results of the study based on the coefficient of determination indicate that experiential marketing and electronic word of mouth affect purchasing decisions by 57% and the remaining 43% is influenced by other variables not examined in this study.

Keywords: Experiential Marketing, Electronic Word of Mouth, Purchasing Decisions