

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Experiential Marketing* dan *Electronic Word Of Mouth Insatgram* terhadap Keputusan Pembelian Konsumen di Kambinc Eatables Resto & Café Bandung. Kambinc Eatables Resto & Café merupakan sebuah café yang menjual berbagai macam produk makanan dan minuman terutama makanan dari olahan kambing. Metode penelitian yang digunakan adalah deskriptif dan verifikatif. Objek penelitian adalah pengunjung Kambinc Eatables Resto & Café Bandung dengan jumlah sampel sebanyak 90 responden. Analisis data yang digunakan yaitu menggunakan analisis korelasi berganda, dan koefisien determinasi.

Hasil dari penelitian ini menunjukkan bahwa *Experiential Marketing* memiliki pengaruh signifikan terhadap keputusan pembelian konsumen sebesar 41,8%, dan *Electronic Word Of Mouth Insatgram* memiliki pengaruh signifikan 18,9%. Variabel yang paling mempengaruhi keputusan pembelian konsumen yaitu *Expereintal Marketing*. *Experiential Marketing* dan *Electronic Word Of Mouth Insatgram* bagian produksi di Kambinc Eatables Resto & Café Bandung sebesar 60,7% sedangkan sisanya sebesar 39,3% dipengaruhi oleh factor-faktor lain yang tidak diteliti.

Kata Kunci : *Experiential Marketing* ,*Electronic Word Of Mouth Insatgram* dan keputusan pembelian konsumen.

ABSTRACT

This study aims to determine the effect of Experimental Marketing and Electronic Word Of Mouth Instagram on purchasing decisions at Kambinc Eatables Resto & Café Bandung. Kambinc Eatables Resto & Café is a café that sells various kinds of food and beverage products, especially foods made from goat. The research method used is descriptive and verification. The object of the study was visitors to Kambinc Eatables Resto & Café Bandung with a total sample of 90 respondents. Analysis of the data used is using multiple correlation analysis, and coefficient of determination.

The results of this study indicate that Experimental Marketing has a significant influence on consumer purchasing decisions by 41.8%, and Electronic Word Of Mouth Instagram has a significant influence of 18.9%. The variable that most influences consumer purchasing decisions is Experimental Marketing. Experimental Marketing and Electronic Word Of Mouth Instagram production section at Kambinc Eatables Resto & Café Bandung amounted to 60.7% while the remaining 39.3% was influenced by other factors not examined.

Keywords : Experimental Marketing, Electronic Word Of Mouth Instagram and consumer purchasing decisions.