

ABSTRACT

This research aims to study how much influence of marketing communication and marketing experience on the customer purchasing decision process on tokopedia.com both partially and simultaneously. The research method used in this research is descriptive and verification methods with total samples 93 respondents. Data collection techniques used in this research are observation, interviews, and questionnaire. Data analysis methods used are multiple linear regression analysis, multiple correlations analysis, and coefficient of determination analysis. The results showed that based on multiple ratio analysis, the value of R (0.721 is between 0.60 - 0.799, which means marketing communication and marketing experience that increases the relationship with purchases). Based on the analysis of the coefficient of determination that shows the variables of marketing communication and marketing experience on purchasing decisions by 52% and the remaining 48% is a contribution from other variables not discussed in this research. The magnitude of the effect of marketing communication on purchasing decisions is 27.5%, while the magnitude of the effect of marketing experience on purchasing decisions is 24.5%.

Keywords: Marketing Communication, Experiential Marketing, and Purchasing Decisions