

ABSTRACT

Samsung has been the Smartphone brand with the best market share since 2021, beating its other competitors. Samsung opened the Samsung Multi-Experience Store outlet for the first time in Jakarta, then made additional outlets in Bandung, to be precise at BEC. The Samsung Multi-Experience Store was opened with the concept of Experiential Marketing with elements such as sense marketing, feel marketing, think marketing, act marketing, relate marketing. The purpose of this research is to find out how the influence of the elements of sense marketing, feel marketing, think marketing, act marketing, relate marketing from the experiential marketing carried out by Samsung at the Samsung Multi-Experience Store on the purchasing decisions of the millennial generation either partially or simultaneously.

This research uses explanatory analysis method with quantitative research method, using non-probability sampling technique, namely purposive sampling. The samples used were 124 samples obtained from the results of the questionnaire and analyzed by multiple linear regression analysis with the help of SPSS version 25 software.

The results showed that the think marketing (X_3), act marketing (X_4), and relate marketing (X_5) variables partially had a significant influence on the purchasing decision variable (Y), while the sense marketing (X_1) and feel marketing (X_2) variables did not have a significant effect partially to the purchasing decision variable (Y). The results of multiple linear regression tests show that the feel marketing variable (X_2) has a negative influence on the purchase decision variable (Y), while other independent variables such as sense marketing marketing (X_1), think marketing marketing (X_3), act marketing marketing (X_4), relate marketing marketing (X_5), have an influence positive to the purchase decision variable (Y). It is hoped that this research can be useful for the Samsung Multi-Experience Store in carrying out marketing concepts in the future, and can be useful as a reference material for further research.

Keywords : *Experiential Marketing, Purchase Decision, Samsung*