

ABSTRACT

This study aims to determine the effect of Experiential Marketing, Perceived Quality and Advertising on Purchase Intention at Starbuck Coffee in Sidoarjo. The sample in this study were 112 respondents. The sampling technique is using Accidental Sampling. The results of data analysis using the t-test, concluded that the Experiential Marketing, Perceived Quality and Advertising variables had a significant effect on Purchase Intention with the results of Experimental Marketing a significant value of 0,000, the Perceived Quality significant value of 0.046 and Advertising significant value of 0.000, while for the simultaneous f test obtained a significant value of 0,000. so it can be interpreted the Experiential Marketing, Perceived Quality and Advertising variables towards Purchase Intention at Starbuck Coffee in Sidoarjo.

Keywords: Experiential Marketing, Perceived Quality, Advertising and Purchase Intention

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Experiential Marketing, Perceived Quality dan Advertising Terhadap Purchase Intention Pada Starbuck Coffee di Sidoarjo. Sampel pada penelitian ini sebanyak 112 responden. Teknik pengambilan sampel yaitu menggunakan Accidental Sampling. Hasil analisis data menggunakan uji-t, disimpulkan bahwa variabel Experiential Marketing, Perceived Quality dan Advertising berpengaruh signifikan Terhadap Purchase Intention dengan hasil Experiential Marketing nilai signifikan sebesar 0.000, Perceived Quality nilai signifikan sebesar 0.046 dan Advertising nilai signifikan sebesar 0.000, sedangkan untuk uji f simultan diperoleh nilai signifikan 0.000. jadi dapat diartikan variabel Experiential Marketing, Perceived Quality dan Advertising Terhadap Purchase Intention Pada Starbuck Coffee di Sidoarjo.

Kata kunci: *Experiential Marketing, Perceived Quality, Advertising dan Purchase Intention*