

**PENGARUH *EXPERIENTAL MARKETING*, *EMOTIONAL MARKETING*
DAN *ELECTRONIC WORD OF MOUTH* TERHADAP *ONLINE
PURCHASING DECISION* GENERASI MILENIAL PADA *FASHION E-
COMMERCE* INDONESIA**

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *experiental marketing*, *emotional marketing*, dan *electronic word of mouth* terhadap *online purchasing decision* generasi milenial pada *fashion e-commerce* Indonesia. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* sejumlah 96 responden. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Analisis dalam penelitian ini menggunakan analisis regresi linear berganda. Hasil dari penelitian ini menunjukkan bahwa secara parsial, *experiental marketing*, *emotional marketing*, dan *electronic word of mouth* berpengaruh positif terhadap *online purchasing decision*. Secara simultan terbukti bahwa *experiental marketing*, *emotional marketing*, dan *electronic word of mouth* berpengaruh positif terhadap *online purchasing decision*. Nilai *Adjusted R²* sebesar 0.720, hal ini berarti 72% variasi *online purchasing decision* dapat dijelaskan oleh variasi dari ketiga variabel independen *experiental marketing*, *emotional marketing*, dan *electronic word of mouth*. Sedangkan selisihnya sebesar 28% dapat dijelaskan ataupun faktor-faktor lainnya yang tidak diuji pada penelitian ini.

Kata Kunci: *Experiental Marketing, Emotional Marketing, Electronic Word of Mouth, Online Purchasing Decision, Generasi Milenial.*

**THE EFFECT OF EXPERIENTIAL MARKETING, EMOTIONAL
MARKETING AND ELECTRONIC WORD OF MOUTH ON THE MILENIAL
GENERATION PURCHASING ONLINE IN THE FASHION E-COMMERCE
INDONESIA**

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Abstract

This study aims to analyze the influence of experiential marketing, emotional marketing, and electronic word of mouth on the millennial generation online purchasing decisions in Indonesian e-commerce. The method used in sampling was purposive sampling with a total of 96 respondents. Primary data collection is done by questionnaire method that has been tested for validity and reliability. The analysis in this study used multiple linear regression analysis. The results of this study indicate that partially, experiential marketing, emotional marketing, and electronic word of mouth have a positive effect on online purchasing decisions. Simultaneously it is proven that experiential marketing, emotional marketing, and electronic word of mouth have a positive effect on online purchasing decisions. Adjusted R² value is 0.720, this means that 72% of online purchasing decision variations can be explained by variations of the three independent experiential marketing, emotional marketing, and electronic word of mouth variables. While the difference of 28% can be explained or other factors not tested in this study.

Keywords: *Experimental Marketing, Emotional Marketing, Electronic Word of Mouth, Online Purchasing Decision, Millennial Generation*