

EXPERIENTIAL MARKETING INFLUENCE ANALYSIS ON PURCHASE DECISION IN THE AGE OF E-COMMERCE

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Abstract

There are five (5) aspects in experiential marketing, namely the five senses (sense), feelings (feel), ways of thinking (think), habits (act) and relationships or relationships (relates). Experiential marketing is intended to influence customers to engage in actions or thoughts directly and create awareness through thought processes that influence purchasing decisions.

The purpose of this study is to analyze how experiential marketing influences purchasing decisions in the e-commerce era. The sampling technique is non-probability, namely purposive sampling technique by taking samples of students from two private universities in Malang, namely the Islamic University of Malang and Muhammadiyah University of Malang, which have the largest number of students. The criteria determined are that the respondent has the Shopee application and the respondent has made a purchase at least once through the Shopee application. Analysis of quantitative research and using multiple linear regression.

The results showed that, the simultaneous influence of experiential marketing which consists of the variables: sense, feeling, think, act and relate to purchasing decisions in the Shopee e-commerce market place shows a positive influence with a significant level of $0.000 < 0.05$. While the partial effect shows that: Sense has a positive effect with a t value of 3.730 (significantly 0.000). Feel has a positive effect with a t value of 1.837 (not significant 0.069). Think has a positive effect with a t value of 2.422 (significantly 0.017). Act has a positive effect with a t value of 3.284 (significantly 0.001). The relation has a positive effect with nil t of 2.880 (significantly 0.005).

Keyword: Experiential Marketing, Purchase Decision, E- Commerce

One of the business sectors that is able to print a market in the midst of a pandemic is e-commerce or online shopping, especially retail and wholesale. Restrictions on community activities have caused shopping habits to turn into ordering through the application. The trend of e-commerce users in Indonesia has grown quite large in recent years. The prediction is that growth will continue to occur in the next few years. Statistical data recorded that the number of e-commerce users in Indonesia in 2017 reached 139 million users, then increased by 10.8% to 154.1 million users last year. This year, it is projected to reach 168.3 million users and 212.2 million in 2023. The level of e-commerce penetration is always increasing. By 2023 it is projected to reach 75.3% of the total population of the selected market. The e-commerce sector with the highest revenue is in fashion, which in 2023 is projected to reach US\$ 11.7 billion (Yudhistira, 2020)

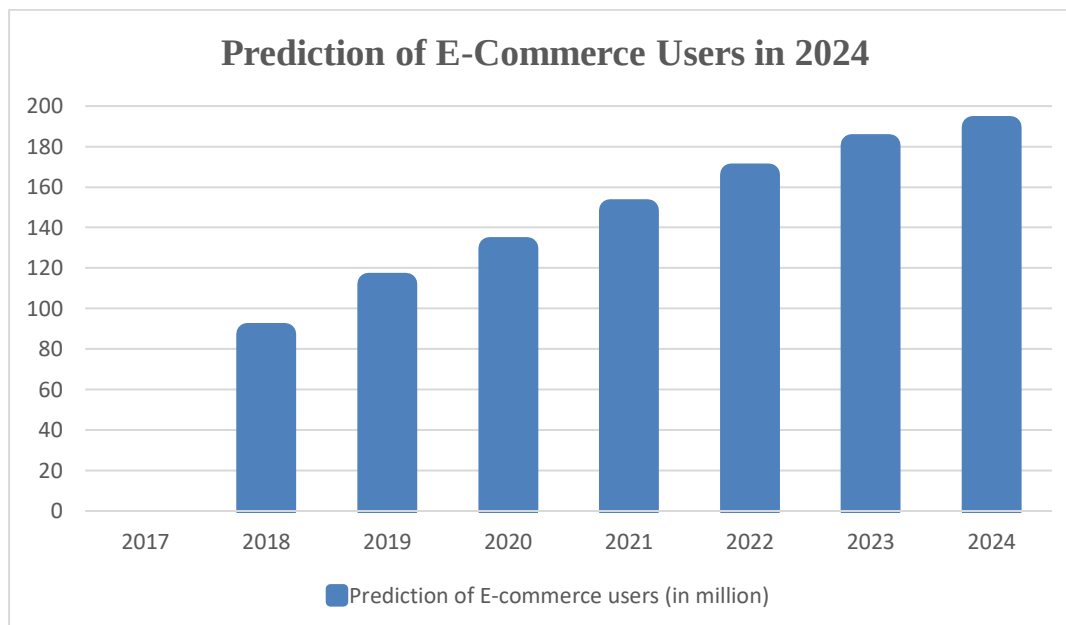


Figure 1. Prediction of the Number of E-Commerce Users in Indonesia in 2024

Source: Data Statistik Indonesia *Culture, Culinary and Tourism* 2020

E-commerce is a business model applied to online shopping. Online shopping is the main alternative that many people choose. E-commerce is all buying and selling activities carried out through electronic media. Although the facilities include television and telephone, nowadays e-commerce is more common through the internet. There are misunderstandings about e-commerce and marketplaces. The term e-commerce is used to describe all transactions that use electronic media. Market place is one of the e-commerce models, where it functions as an intermediary between sellers and buyers. Sellers who trade on the marketplace only need to serve purchases. All other activities such as website management are already taken care of by the platform.

E-commerce is part of e-business, where the scope of e-business is broader, not only commercial but also includes business partners, customer service, job vacancies, products, information and so on. With this electronic commerce (e-commerce), customers can access and place orders from various places or countries. Big cities in Indonesia, supported by the era of advanced technology, have lots of places that provide internet access facilities via cellphones, laptops/notebooks using wifi technology.

E-commerce continues to increase, there are various driving factors that make e-commerce activities (online shopping). First, because of the many promo programs offered by e-commerce companies. This certainly makes a lot of people very interested. During this pandemic, various online shopping promotions were offered, both on social media and on billboards outside of electronic digital, with various promos. Second, with the Covid-19 situation, people are more required to avoid crowded places. Automatically to meet their needs, people tend to choose to shop online. (Ferry, 2020). The desire to shop online will continue to increase in the future. The development of the world of e-commerce is very fast, one of the e-commerce in Indonesia is Shopee which has users from various circles. According to Esas (2021) that Shopee was initiated in 2015, advertisements often feature well-known public figures and have complete products, namely the latest stylish outfits, offering free shipping, more affordable product prices, various games, getting money loans and items that are currently hype in the market.

More people communicate through the internet, especially in e-commerce shops, so consumers can easily share their experiences or opinions about using e-commerce goods and

services. In the same way, they can search online for other people's opinions about how others have commented on these goods and services. Besides that, it is also necessary to look at how to shop online because there are still many cases where people do not know how to shop online and cases that the goods ordered are not in accordance with the order which makes consumers feel at a loss.

Based on the description above, it shows that there is a phenomenon, namely that e-commerce is the choice of people to shop because with various considerations of time efficiency, the Covid-19 pandemic situation and various kinds of promos offered by e-commerce companies and there is also a phenomenon that many people are still don't know how to shop online and the case that the goods ordered are not in accordance with the order which makes consumers feel at a loss. It is very interesting to discuss about Experiential Marketing on purchasing decisions in the e-commerce era. According to Kertajaya (2010), experiential marketing is a marketing concept that aims to think and take actions to buy and form loyal customers by touching customer emotions by creating positive experiences and a positive feeling towards their services and products. Experiential Marketing which is the types of experiences that include sense (sense), feel (feeling), think (thoughts), act (action), relate (relationship). Meanwhile, according to Kotler (2005) said that purchasing decisions are everything that consumers do to buy and use products and services. In the concept of purchasing decisions there are five kinds of roles that a person can play, namely: initiator (Initiator), influencer (Influencer), decision maker (Decider).

The results of Mranani's research (2019) on the Analysis of The Effect of Experiential Marketing and Community Reference on Purchase Decisions (Study in Surabaya Brain Coffee) show that the results of the study indicate that Experiential Marketing and community references have a positive and significant effect on purchasing decisions, and simultaneously (Simultaneous) shows that experiential marketing and community reference have a positive and significant effect on purchasing decisions. The need for business development at this time is so important to maintain high competition so that a way is needed on how to develop the company, and obtain optimal profits. Every business actor in each business category must have sensitivity to any changes that occur so that how to attract buying interest and orientation to customer satisfaction as the main goal, then experiential marketing and community references in which there is an emotional bond between members is increasingly important for the marketing world.

Contrary to Mranani's research (2019), there is a novelty to this research, namely that Mranani's research uses community reference variables and does not analyze one by one indicator rather than experiential marketing. While in this study did not use a community reference. In this study, one by one analyzes the indicators of experiential marketing. Due to the indicators of experiential marketing which are the types of experiences that include sense (sense), feel (feeling), think (thoughts), act (action), relate (relationship) will be able to show in detail its influence on purchasing decisions that have the initiative in decision making. The experiential marketing strategy which has five indicators, namely sense, feel, think, act, relate, will shift the traditional marketing approach which emphasizes the features and benefits of the product. Experiential marketing is a marketing concept that not only sells products or services to consumers but also provides experiences to consumers so that consumers can differentiate the company's products and services from competitors' products and services.

On the basis of this, with this research, it is hoped that this research will add to the repertoire of the economy and business in Indonesia, especially e-commerce companies will continue to grow considering the 4.0 era which all leads to digitization and is supported by the Covid-19 pandemic era, all activities require online including online shopping or e-

commerce. Through e-commerce, it will benefit both parties, this requires initiative from the seller to make good and attractive offers so as to attract buyers and create collaboration between sellers and buyers in e-commerce. This is to encourage the wheels of the economy that can support the fulfillment of people's lives in the midst of the Covid-19 pandemic. Thus the use of e-commerce in the future, will be even higher. Therefore, it is necessary to analyze the influence of experiential marketing on purchasing decisions in the E-commerce era at Shopee on the grounds that Shopee has complete products, namely the latest stylish outfits and items that are currently hype in the market (Esas, 2021) because choosing a product is not only influenced by rational factors, but also emotional factors. This emotional factor is what we want to explore further with the concept of experiential marketing.

Problem

Based on the description that has been submitted, the formulation of the problem in this study is as follows:

1. Is there a significant influence of sense on experiential marketing on purchasing decisions at Shopee e-commerce?
2. Is there a significant influence on experiential marketing feel on purchasing decisions at Shopee e-commerce?
3. Is there a significant influence think on experiential marketing on purchasing decisions at e-commerce Shopee?
4. Is there a significant influence of act on experiential marketing on purchasing decisions at Shopee e-commerce?
5. Is there a significant influence relate to experiential marketing on purchasing decisions at Shopee e-commerce?
6. Is there a significant influence of experiential marketing consisting of sense, feel, think, act, and relate to purchasing decisions at Shopee e-commerce?

Literature Review

Experiential Marketing

According to Private (2008), that marketing is the whole of business activities aimed at planning, pricing, promoting, and distributing goods and services that satisfy the needs of both existing and potential buyers.

Based on this description, it can be concluded that marketing is a social activity that is carried out both for individuals and by a group to meet the desired needs. The activity in question is creating, offering, and exchanging the value of the product with other parties. The fulfillment of needs is carried out through a process of planning and implementing the realization of concepts, pricing, promotion, and distribution of goods and services and ideas that can be created through exchanges of value with each other.

According to Kertajaya (2010), that Experiential Marketing is a marketing concept that aims to think and take actions to buy and form loyal customers by touching customer emotions by creating positive experiences and a positive feeling towards their services and products. Experiential Marketing which is the types of experiences that include sense (sense), feel (feeling), think (thoughts), act (action), relate (relationship). Lupiyoadi (2013) explains the five basics of Experiential Marketing, as follows:

- a. *Sense*
- b. *Feel*
- c. *Think*
- d. *Act*
- e. *Relate*

The explanation is as follows:

- a. Sense is a tangible aspect that can be felt by customers through the five human senses which include sight, smell, hearing, touch, and taste.
- b. Feel is a strategy and implementation in binding customers to be happy with the company and brand through the service provider experience.
- c. Think is a marketing method that aims to encourage customers to think creatively about the company and its brands.
- d. Act is a form of strategy that is carried out to create a customer experience that is linked to individual behavior, social behavior, and lifestyle.
- e. Relate is the development of feelings felt by individuals which is an experience and is associated with the ideal figure of the individual, other people, and a culture.

Purchase Decision

The purchasing decision process according to Kotler and Armstrong (2012) consists of five stages. The stages are as follows:

- a. Recognition of needs
- b. Information search
- c. Alternative evaluation
- d. Buying decision
- e. Post-purchase behavior

The explanation of the stages of the purchasing decision process according to Kotler and Armstrong (2012) is as follows:

- a. Problem Recognition

The purchase decision begins with the needs and desires of consumers, in this case consumers are aware of the difference between the actual situation and the desired state. These needs can be driven by stimuli from within the consumer itself or from outside the consumer.

- b. Information research

After the consumer is aware of the need for a particular product, then the consumer is looking for information, both from his knowledge and from outside. Sources of consumer information are classified into four groups, namely:

- a) Personal sources consisting of family, friends, neighbors, and acquaintances
- b) Commercial sources consisting of advertisements, salespeople, distributors, and packaging
- c) Public sources consisting of mass media, consumer ranking organizations
- d) Sources of experience consisting of experience in handling, assessing, and using the product.

- c. Evaluation of alternatives

After the information is obtained, consumers evaluate various alternative choices in meeting these needs, for example:

- b) Camera, related to image sharpness, color results, price, and camera size
- c) Hotel, related to location, cleanliness, and price.
- d) Tires, related to service life, price, and quality when driven.

- d. Purchase decision

If there are no disturbing factors after the consumer has made the choice that has been made, the actual purchase is the final result of the search and evaluation that has been done.

- e. Postpurchase behavior

If the product purchased does not provide the expected satisfaction, the consumer's attitude towards the product brand becomes negative, and may even reject the product in the future. Conversely, if consumers get satisfaction from the product they buy, the desire to buy the product tends to be stronger. Manufacturers must be able to reduce feelings of displeasure or negative feelings towards a product by helping consumers to find information that justifies the choice for consumers through communication directed at people who have just bought their products



Figure 2. Purchase Decision Process
Source: Kotler (2021)

E-Commerce

According to Kotler (2009) E-commerce is a company or site that offers to transact or facilitate the quality of products and services online. And then e-commerce will lead to e-purchasing and e-marketing. E-purchasing means companies decide to buy goods, services and information from various online suppliers. E-marketing describes the company's efforts to inform buyers, communicate, promote, and sell products and details via the internet.

According to Hartman (2000) in Indrajit (2001) E-commerce is a type of electronic business mechanism that focuses on individual-based business transactions using the internet as a medium for exchanging goods or services between two institutions. Business to Business (B-to-B) as well as between institutions and direct consumers/Business to Consumer (B-to-C).

It can be concluded that e-commerce is a dynamic collection of technologies, applications and business processes that connect companies and consumers as well as certain communities where the exchange of goods between retailers and consumers of various commodities on a wide scale and one electronic transaction, and in the process of sending goods from retailers using transportation from one region to another until it reaches the hands of consumers which is mutually beneficial for both parties.

Characteristics of E-commerce

The following are the characteristics of e-commerce according to Priansa (2017):

- a. There is a transaction between two parties
- b. There is an exchange of goods, services, or information
- c. The internet is the main medium in the process or mechanism of the trade.

The characteristics above are clear that basically e-commerce is the impact of the development of information technology and telecommunications. This significantly changes the way humans interact with their environment, which in this case is related to the trading mechanism.

The Influence of Experiential Marketing on Purchase Decisions

According to Kertajaya (2010), that experiential marketing is a marketing concept that aims to think and take actions to buy and form loyal customers by touching customer emotions by creating positive experiences and a positive feeling towards their services and products. Experiential marketing which is the types of experiences that include sense (sense), feel (feeling), think (thoughts), act (action), relate (relationship).

This theory is supported by the research journal Gunawan (2018) on the Effect of Experiential Marketing on Purchase Decisions (Case Study of Chingu Korean Fan Café Bandung). The analysis used in this research includes validity test, reliability test, simple linear regression analysis, and hypothesis testing which includes T test, F test, coefficient of determination. Purchasing decision making takes place sequentially in five stages. Maybe not every consumer goes through all of these stages when a brand makes the decision to buy, because in reality several stages can be skipped depending on the type. The results of the study show that experiential marketing (X) has a percentage of 76.48% which is in the high category and is interpreted as being assessed by the respondents in the good category. While the percentage of purchasing decisions (Y) is 76.21% which is categorized as good on the continuum line, including the high category.

This theory is also supported by the research journal Arianto (2018) on the Analysis of the Effect of Experiential Marketing on the Purchase Decision of Kofisyop Products in the City of Yogyakarta. The results of the research show that the results of simple regression analysis and t-test indicate that the experiential marketing variables include, sense, feel, think, act, and relate partially have a significant effect on consumer decisions to buy products at Kofisyop. The results of multiple regression analysis and F test indicate that the experiential marketing variable simultaneously has a positive and significant effect on purchasing decisions. Testing through R² can be seen that the experiential marketing variable has an influence value of 38% on purchasing decisions, while 62% is influenced by other factors not examined.

Hypothesis Framework

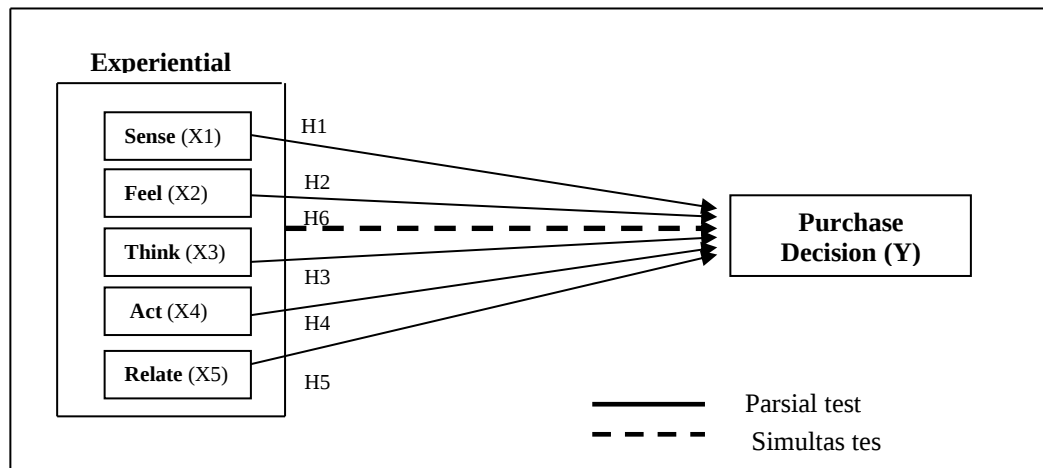


Figure 3. Hypothesis framework

H 1: It is suspected that Sense has a significant influence on purchasing decisions

H 2: It is suspected Feel has a significant influence on purchasing decisions

H 3: It is suspected that Think has a significant influence on purchasing decisions

H 4: It is suspected that the Act has a significant influence on purchasing decisions

H 5: It is suspected that Relate has a significant influence on purchasing decisions

H 6: It is suspected that Sense, Feel, Think, Act and relate have a significant influence on purchasing decisions

Method

This research is a descriptive study that aims to systematically and accurately describe the facts and characteristics of a population or a particular field (Azwar, 2012). This type of research is a survey research. The approach used in this research is quantitative. Researchers describe quantitatively (numbers) the tendencies, behaviors, or opinions of a

population by examining a sample of the population (Creswell, 2010). This study tries to analyze and describe the analysis of how experiential marketing influences purchasing decisions in the e-commerce era. In this case, the e-commerce chosen is Shopee with the reason that Shopee has complete products, namely the latest stylish outfits and items that are currently hype in the market. The method of data collection is through a questionnaire.

The sampling technique in this research is by using non-probability sampling technique, namely purposive sampling technique or by taking samples based on certain criteria such as; (a) Respondent has Shopee application. (b) Both those who have never made a purchase or who have made a purchase through the Shopee application. The variable measurement technique used in this study is to use a Likert scale. The population in this study was private university students in Malang with the highest number of students, namely Muhammadiyah University with 38,826 students and Malang Islamic University with 15,501 students (forlap.dikti.go.id, 2020). However, because the population does not record who shopee users are, the number of samples used in this study uses the Wibisono formula in Riduwan and Akdon (2015):

$$N = \left(\frac{Z_{\alpha/2} \sigma}{e} \right)^2$$

$$= \left(\frac{(1,96) \cdot (0,25)}{0,05} \right)^2 = 96,04 \text{ Completed to } 100$$

Information:

N : Number of samples

Z_{α/2} : The value of the normal distribution table on the level of confidence 95% = 1,96

α : Standard deviation 25%

e : error (margin of error = 5%) margin of error is 5%, so that the level of accuracy is 95%.

Based on the above formula, samples from a large population of 100 respondents are sufficient.

The variable measurement technique used in this study is to use a Likert scale.

Table.1 Likert Scale

Answer Choise	Description	Score
Sangat setuju	SS	5
Setuju	S	4
Ragu-ragu (Netral)	N	3
Tidak setuju	TS	2
Sangat tidak setuju	STS	1

Source: Sugiyono (2016)

Table.2 Variabel Experiential Marketing

No	Items	SS	S	N	TS	STS
Sense (X1)						
1	Shopee advertisements often feature attractive well-known public figures					
2	Interesting products for sale					
Feel (X2)						
3	Fast service					
4	Feeling happy					
Think (X3)						
5	Interestng promotion					
6	Lots of discount					
Act (X4)						
7	Lifestyle products					
8	Appropriate price					
Relate (X5)						
9	There is direct contact through the comments column					
10	There is a community of Shopee customers/Friends					

Research Instrument Testing

Validity Test

The validity test in this study used the pearson product moment method. The results of the validity test in this study indicate that all indicators of the sense (X1), feel (X2), think (X3), act (X4), and relate (X5) variables and the purchase decision variable (Y) have an r value of more than 0.3 and all of them are positive, so it can be concluded that all the indicators of the questions tested are valid.

Table 3. Validity Test Results

Indicator Experiential Marketing	Question items	r count	r minimum	Criteria
Sense (X1)	X1.1	0,483	0,3	Valid
	X1.2	0,451		
Feel (X2)	X2.1	0,483	0,3	Valid
	X2.2	0,547		
Think (X3)	X3.1	0,638	0,3	Valid
	X3.2	0,558		
Act (X4)	X4.1	0,638	0,3	Valid
	X4.2	0,618		
Relate (X5)	X5.1	0,568	0,3	Valid
	X5.2	0,618		
Purchase Decision (Y)	Y1	0,587	0,3	Valid
	Y2	0,624	0,3	Valid
	Y3	0,729	0,3	Valid
	Y4	0,577	0,3	Valid
	Y5	0,538	0,3	Valid
	Y6	0,345	0,3	Valid
	Y7	0,726	0,3	Valid
	Y8	0,632	0,3	Valid
	Y9	0,540	0,3	Valid
	Y10	0,339	0,3	Valid
	Y11	0,555	0,3	Valid
	Y12	0,562	0,3	Valid
	Y13	0,683	0,3	Valid
	Y14	0,423	0,3	Valid

Reability Test

The measurement results are said to be reliable if the reliability test criteria are if the value of (Cronbach's Alpha) 0.6 then the research instrument is said to be reliable, otherwise if the value of (Cronbach's Alpha) < 0.6 then the research instrument is said to be unreliable. Reliability test using SPSS for windows. The results of the reliability test in this study showed that the sense (X1), feel (X2), think (X3), act (X4), and relate (X5) variables and the purchase decision variable (Y) had Cronbach's alpha values of more than 0.6 and all question indicators have a value of Cronbach's alpha if the item deleted is more than 0.6 so it can be concluded that the questionnaire used in this study is reliable.

Table 4. Reability Test Results

Indicator Experiential Marketing	Cronbach's Alpha	Cronbach's Alpha if Item Deleted	Reability Value	Criteria
Sense (X1)	X1.1	0,869	0,6	Reliabel
	X1.2	0,868		
Feel (X2)	X2.1	0,869	0,6	Reliabel
	X2.2	0,864		
Think (X3)	X3.1	0,865	0,6	Reliabel
	X3.2	0,867		
Act (X4)	X4.1	0,865	0,6	Reliabel
	X4.2	0,862		
Relate (X5)	X5.1	0,867	0,6	Reliabel

	X5.2	0,862		
Purchase Decision (Y)	Y1	0,863	0,6	Reliabel
	Y2	0,862	0,6	Reliabel
	Y3	0,860	0,6	Reliabel
	Y4	0,864	0,6	Reliabel
	Y5	0,864	0,6	Reliabel
	Y6	0,868	0,6	Reliabel
	Y7	0,859	0,6	Reliabel
	Y8	0,861	0,6	Reliabel
	Y9	0,864	0,6	Reliabel
	Y10	0,868	0,6	Reliabel
	Y11	0,863	0,6	Reliabel
	Y12	0,864	0,6	Reliabel
	Y13	0,862	0,6	Reliabel
	Y14	0,874	0,6	Reliabel

Findings and Discussion

Table 5. Characteristics Based on University Name

No	Nama Universitas	Fequency	Percentage
1	Universitas Islam Malang	29	29%
2	Universitas Muhammadiyah	71	71%
	Jumlah	100	100%

Source: Data processed (2020)

Table 6. Characteristics Based on Gender

No	Gender	Fequency	Percentage
1	Female	72	72%
2	Male	28	28%
	Jumlah	100	100%

Source: Data processed (2020)

Hypothesis Testing

Multiple Linear Regression Analysis

Hypothesis testing in this study uses Multiple Linear Regression analysis. Multiple linear regression analysis is an analysis used to determine the effect of independent variables on the dependent variable. Data analysis was carried out by utilizing application assistance through the SPSS for Windows program

Table 7. Multiple Linear Test Results

Indicator	Standardized Coefficients Beta	t Test	Significant
Sense (X1)	0,351	3,730	0,000
Feel (X2)	0,182	1,837	0,069
Think (X3)	0,318	2,422	0,017
Act (X4)	0,352	3,284	0,001
Relate (X5)	0,382	2,880	0,005

F test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1601.815	5	320.363	17.325	.000 ^b
	Residual	1738.185	94	18.491		
	Total	3340.000	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), *Relate* (X5), *Sense* (X1), *Feel* (X2), *Act* (X4), *Think* (X3)

Based on the results of the table above, the following regression equation can be obtained:
 $Y = 0,351 X_1 + 0,182 X_2 + 0,318 X_3 + 0,352 X_4 + 0,382 X_5$

Discussion

Influence of Sense (X1) on Purchase Decision (Y)

The results of the regression analysis show that the regression coefficient value is 0.351 and the t-test is 3.730 with a significant t-count value of 0.000 (<0.05), indicating that the sense variable (X1) has a positive and significant influence on purchasing decisions at Shopee (Y). Thus the hypothesis states that sense has a positive effect on purchasing decisions at Shopee. This shows that the sense made by Shopee by frequently displaying well-known and attractive public figures can attract consumers' interest and decide to buy. The results of this study also support the theory of Kertajaya (2010), that experiential marketing is a marketing concept that aims to think and take actions to buy and form loyal customers by touching customer emotions by creating positive experiences and a positive feeling towards services and products. they. In addition, the results of this study also support the research conducted by Mranani (2019) regarding the Analysis of The Effect of Experiential Marketing and Community Reference on Purchase Decisions (Study in Surabaya Brain Coffee), explaining that Experiential Marketing and community references have a positive and significant effect on decisions. purchase. Besides supporting Mranani's research (2019), it also supports Gunawan's (2018) research on the Effect of Experiential Marketing on Purchase Decisions (Case Study of Chingu Korean Fan Café Bandung). The results of his research indicate that Experiential Marketing (X) has a percentage of 76.48% which is in the high category and is interpreted as being assessed by the respondents in the good category.

Influence of Feel (X2) on Purchase Decision (Y)

The results of the regression analysis show that the regression coefficient value is 0.182 and the t test is 1.837 with a significant t value of 0.069 (> 0.05), indicating that the feel variable (X2) has a positive but not significant effect on Purchase Decisions at Shopee (Y). The hypothesis which states that the feel of service and fast service can only have a small influence on purchasing decisions. This may be due to the feeling of customer complaints in the late delivery of goods that can be found in the Shopee comments column. The results of this study do not support the theory of Kertajaya (2010), research conducted by Mranani (2019) and Gunawan (2018)

Influence of Think (X3) on Purchase Decision (Y)

The results of the regression analysis show that the regression coefficient value is 0.318 and the t-test is 2.422 with a significant t-count value of 0.017 (<0.05), indicating that the think variable (X3) has a positive and significant influence on purchasing decisions at Shopee (Y). Thus the hypothesis which states that technique has an effect on purchasing decisions at Shopee. This shows that the think done by Shopee in the form of promos and lots of discounts will bring up the consumer's desire to buy. The results of this study support the theory of Kertajaya (2010), research conducted by Mranani (2019) on the Analysis of The Effect of Experiential Marketing and Community Reference on Purchase Decisions (Study in Surabaya Brain Coffee), shows that experiential marketing and community reference have a positive and significant in purchasing decisions. In addition, it also supports Gunawan's research (2018) on the Effect of Experiential Marketing on Purchase Decisions (Case Study of Chingu Korean Fan Café Bandung). The results of his research indicate that Experiential Marketing (X) has a percentage of 76.48% which is in the high category and is interpreted as being assessed by the respondents in the good category.

Influence of Act (X2) on Purchase Decision (Y)

The results of the regression analysis showed that the regression coefficient value was 0.352 and the t-test was 3.284 with a significant t value of 0.001 (<0.05), indicating that the Act variable (X4) had a positive and significant influence on Purchase Decisions at Shopee (Y). The hypothesis states that the Act in the form of lifestyle and appropriate prices can have an influence on purchasing decisions. The results of this study support the theory of Kertajaya (2010), research conducted by Mranani (2019) and Gunawan (2018)

Influence of Relate (X5) on Purchase Decision (Y)

The results of the regression analysis show that the regression coefficient value is 0.382 and the t test is 2.880 with a significant t value of 0.005 (<0.05), indicating that the Relate variable (X5) has a positive and significant influence on Purchase Decisions at Shopee (Y). The hypothesis which states that relate is in the form of a comment column and this Shopee customer or friend community can have an influence on purchasing decisions. The results of this study support the theory of Kertajaya (2010), research conducted by Mranani (2019) and Gunawan (2018) which states that feel has a positive and significant effect on purchasing decisions.

Influence of Sense (X1), Feel (X2), Think (X3), Act (X4) and Relate (X5) on Purchase Decision (Y)

The results of the regression analysis show that the F test value is 17,325 with a significance of 0.000 (<0.05), indicating that experiential marketing is in the form of variables: sense (X1), Feel (X2), Think (X3), Act (X4) and Relate (X5).) has a positive and significant influence on Purchase Decisions at Shopee (Y). The results of this study support the theory of Kertajaya (2010), research conducted by Mranani (2019) and Gunawan (2018) which states that feel has a positive and significant effect on purchasing decisions.

Conclusions and Suggestions

1. Influence of Sense (X1) on Purchase Decision (Y)

The results of the regression analysis showed that the regression coefficient value was 0.351 and the t-test was 3.730 with a significant t-count value of 0.000 (<0.05), indicating that the Sense variable (X1) has a dominant influence. This shows that the sense made by Shopee is that it often displays well-known and attractive public figures that can attract consumers' interest and decide to buy.

2. Influence of Feel (X2) on Purchase Decision (Y)

The results of the regression analysis show that the regression coefficient value is 0.182 and the t test is 1.837 with a significant t value of 0.069 (> 0.05), indicating that the Feel variable (X2) has a positive but not significant effect on Purchase Decisions at Shopee (Y). The hypothesis which states that Feel in the form of service and fast service can only have a small influence on purchasing decisions.

3. Influence of Think (X3) on Purchase Decision (Y)

The results of the regression analysis show that the regression coefficient value is 0.318 and the t-test is 2.422 with a significant t-count value of 0.017 (<0.05), indicating that the think variable (X3) has a positive and significant influence on purchasing decisions at Shopee (Y). Thus the hypothesis which states that technique has an effect on purchasing decisions at Shopee. This shows that the think done by Shopee in the form of promos and lots of discounts will bring up consumer desire to buy.

4. Influence of Act (X2) on Purchase Decision (Y)

The results of the regression analysis showed that the regression coefficient value was 0.352 and the t-test was 3.284 with a significant t value of 0.001 (<0.05), indicating that the Act variable (X4) had a positive and significant influence on Purchase Decisions

at Shopee (Y). The hypothesis which states that the Act is in the form of products according to lifestyle and appropriate prices can have an influence on purchasing decisions.

5. Influence of Relate (X5) on Purchase Decision (Y)

The results of the regression analysis show that the regression coefficient value is 0.382 and the t test is 2.880 with a significant t value of 0.005 (<0.05), indicating that the relate variable (X5) has a positive and significant influence on Purchase Decisions at Shopee (Y). The hypothesis which states that Relate is in the form of a comment column and this Shopee customer/friend community can have an influence on purchasing decisions.

6. Influence of Sense (X1), Feel (X2), Think (X3), Act (X4) and Relate (X5) on Purchase Decision (Y)

The results of the regression analysis show that the F test value is 17,325 with a significance of 0.000 (<0.05), indicating that Experiential Marketing is in the form of variables: sense (X1), Feel (X2), Think (X3), Act (X4) and Relate (X5).) has a positive and significant influence on Purchase Decisions at Shopee (Y).

Suggestion

Shopee e-commerce needs to maintain and improve the sense program (X1), namely in the form of Shopee advertisements often featuring attractive well-known public figures and the products being sold are also attractive because they have a dominant influence. This can be seen from the biggest influence by looking at the largest t test value, which is 3,730. The next largest value has a t-test value of 3.284 in Act (X4), namely Products according to lifestyle and appropriate prices.

There is still an insignificant effect, namely the Effect of Feel (X2). The results of the regression analysis show that the regression coefficient value is 0.182 and the t test is 1.837 with a significant t value of 0.069 (> 0.05), indicating that the Feel variable (X2) has a positive but not significant effect on Purchase Decisions at Shopee (Y). The hypothesis which states that Feel in the form of fast service and service can only have a small influence on purchasing decisions, so it needs the company's attention to be able to improve

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