

ABSTRACT

Indonesia is recorded as the country with the fifth largest coffee consumption in the world in 2020/2021. When coffee consumption increases, the amount of roasted coffee increases. Therefore, this study aims to analyze an experiential marketing program in the form of a brewing takeover carried out by Amin coffee roastery. This study analyzes the effect of experiential marketing on purchase decisions through emotional value and functional value.

Data were collected by distributing questionnaires to obtain 103 respondents as research samples. In this study, the data collection technique used non-probability sampling technique with purposive sampling method. Data analysis was carried out using Structural Equation Modelling (SEM) to test the hypothesis by testing the casual relationship between latent variables. The data in this study were analyzed using IBM SPSS AMOS 23 software.

The results of the data analysis show that experiential marketing has a significant influence on emotional value and functional value. However, the emotional value and functional value variables do not affect the purchase decision. The direct influence of experiential marketing on the purchase decision shows insignificant results.

Keywords: *Experiential Marketing, Emotional Value, Functional Value, Purchase Decision*