

ABSTRACT

This study investigated sensory marketing toward purchase intention in Breadtalk Bakery. Independent variabel that used in this study is vision, smell, and perceived taste, while the dependent variabel that used in this study is purchase intention. The participants were 97 members. This study using online survey as collecting data method. In line with the expectation, the result reveal a positive association of vision with purchase intention, and a positive association of smell with purchase intention. Unexpectedly, perceived taste did not related negatively with purchase intention. The implications of this study is give insight how company attract purchase intention by vision and smell of the products.

Keywords: vision, smell, perceived taste, purchase intention