

## ABSTRACT

*NEISYA ROSELLA RUSTANTHIA. Effect of Viral Marketing and Experiential Marketing Toward Customer Satisfaction through Purchasing Decisions in shopping for women's clothing online through a chat application Blackberry Messenger at Esa Unggul University Student Regular Active Force in 2012 (Guided by Ari Anggarani WPT).*

*This study aims to determine the influence of Viral Marketing and Experiential Marketing to Customer Satisfaction through purchase decision. Good influence directly and indirectly with independent variables Viral Marketing and Experiential Marketing, while Customer Satisfaction and Purchase Decision as the dependent variable. The population in this study is Esa Unggul University student Active Regular Force in 2012 who purchase women's clothing online via Blackberry Messenger chat application. Sampling using purposive sampling method by using quota sampling of 100 respondents. Data analysis method used is Path Analysis. The results showed that, overall, Viral Marketing and Experiential Marketing influence on customer satisfaction through the purchase decision. Then, the test results of Viral Marketing and Experiential Marketing partially significantly to the purchase decision. The test results Viral Marketing is partially not significant to Customer Satisfaction. The test results partially Experiential Marketing significantly to customer satisfaction.*

*Keywords: Viral Marketing, Experiential Marketing, Purchasing Decisions and Customer Satisfaction.*