

ABSTRAK

PENGARUH STRATEGI PROMOSI *ABOVE THE LINE* (ATL), *BELOW THE LINE* (BTL), DAN *EXPERIENTIAL MARKETING* TERHADAP PEMBELIAN IMPULSIF (Studi Pada Konsumen Point Coffee di Bandar Lampung)

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Konsumsi kopi di Indonesia terus meningkat dan menjadi bagian penting dari gaya hidup masyarakat urban. Perkembangan ini mendorong kemunculan berbagai kedai kopi dengan konsep cepat saji, seperti Point Coffee, yang mengandalkan strategi promosi untuk menarik minat konsumen dalam mendorong perilaku pembelian tak terencana. Penelitian ini bertujuan untuk mengetahui pengaruh strategi promosi *Above The Line* (ATL), *Below The Line* (BTL), dan *experiential marketing* terhadap pembelian impulsif pada konsumen Point Coffee di Bandar Lampung. ATL digunakan untuk menjangkau audiens luas melalui media massa, sedangkan BTL berfokus pada pemasaran langsung seperti promosi penjualan dan penawaran langsung. *Experiential marketing* menciptakan pengalaman mendalam bagi konsumen melalui emosional konsumen dengan merek. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *explanatory research*. Sampel terdiri dari 100 responden yang dianalisis menggunakan *Partial Least Square* (PLS) dengan *software SmartPLS 4*. Hasil penelitian menunjukkan bahwa ATL, BTL, dan *experiential marketing* masing-masing berpengaruh positif dan signifikan terhadap pembelian impulsif. Secara simultan, ketiga strategi tersebut berkontribusi sebesar 63,9% terhadap perilaku pembelian impulsif, yang menunjukkan efektivitasnya dalam memengaruhi konsumen Point Coffee di Bandar Lampung.

Kata Kunci: *Above The Line*, *Below The Line*, *Experiential Marketing*, *Pembelian Impulsif*

ABSTRACT

THE INFLUENCE OF ABOVE THE LINE (ATL), BELOW THE LINE (BTL), AND EXPERIENTIAL MARKETING PROMOTION STRATEGIES ON IMPULSIVE BUYING (Study on Point Coffee Consumers in Bandar Lampung)

By

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Coffee consumption in Indonesia continues to grow and has become an essential part of the urban lifestyle. This development has driven the emergence of various quick-service coffee shops, such as Point Coffee, which rely on promotional strategies to attract consumer interest in encouraging unplanned purchasing behavior. This study aims to determine the influence of Above The Line (ATL), Below The Line (BTL), and experiential marketing strategies on impulsive buying among Point Coffee consumers in Bandar Lampung. ATL is used to reach a broad audience through mass media, while BTL focuses on direct marketing such as sales promotions and direct offers. Experiential marketing creates meaningful consumer experiences by engaging emotional connections with the brand. This research uses a quantitative approach with an explanatory research method. The sample consists of 100 respondents analyzed using Partial Least Squares (PLS) with the SmartPLS 4 software. The results indicate that ATL, BTL, and experiential marketing each have a positive and significant effect on impulsive buying. Simultaneously, these three strategies contribute 63.9% to impulsive buying behavior, demonstrating their effectiveness in influencing Point Coffee consumers in Bandar Lampung.

Keywords: Above The Line, Below The Line, Experiential Marketing, Impulsive Buying