

## ABSTRACT

The development of increasingly advanced technology requires many companies to improve its ability in the implementation of E-commerce. For that companies must understand what is contained E-commerce from Price (Price), Number of Options (Assortment), Leisure (Convenience), and entertainment (Entertainment) to appear the purchase decision. This is realized by Steam Valve, by looking at the number of young children who like to play games. Start of the game without charge or paid

The purpose of this study was to determine the effect of the application of e-commerce and its influence on purchasing decisions Steam Valve. The method used in this research is descriptive method, data collection via questionnaires. Test data through validity and reliability test. Statistical analysis via classical assumption test, simple linear regression analysis, correlation analysis, coefficient of determination and hypothesis testing. By sampling that Valve Steam users by 2015.

Based on the results of hypothesis testing implementation of E-commerce (X) has a significant influence amounted  $t_{hitung} (4.503) > t_{table} (1.66)$ , simultaneous hypothesis testing showed that the implementation of E-commerce influence on purchasing decisions because  $F_{hitung} (20.273) > F_{table} (3.94)$ . Based on simple linear regression analysis results obtained  $Y = 10.134 + 0,3762X$ . Based on the coefficient determination test, it can be concluded that the E-commerce has a significant influence on purchasing decisions, with the percentage of 17,1,2% while the remaining 83.9% is influenced by other factors outside of consumer behavior had not been examined on this research.

**Keywords: Marketing, *E-commerce*, Purchase Decision**