

ABSTRACT

The information technologies continues to grow, and its development every day. It has influence in the behavior of consumers who want information fast and accurate. The media that is used to get information from them is through newspapers, radio, television, internet and others. The presence of internet technology benefits communication without limitations make internet users will be easy in the network marketing of a product, the Internet is a product of the services of a very easy to operate by all parties and used all the time. The advantages that became one of the development of the internet around the world.

Based on the formulation of a problem, then here are the purposes of research to be achieved in the study. To determine the purchasing decision of the consumers after rebranding the OLX.co.id in Bandung, to determine the response of consumers to brand OLX.co.id in Bandung and to determine the influence of rebranding of the purchasing decision of the consumers OLX.co.id in Bandung.

As a result of research has demonstrated that the response of respondents about Rebranding of the purchasing decision to have a significant influence with the strong. The amount of variable influence Rebranding against the decision of the purchase of 33, 4 %, the rest of the (100%-33, 4 %) of 66, 6 % affected by other variables that aren't pursuing.

The key : Rebranding and its Purchasing Decision