

ABSTRACT

Information from kompas.com showed an increase with the increasing use of Digital Channel online shop in Indonesia is getting high with followed by an increase in Internet usage in Indonesia is shown by APJII where each year of Internet users in Indonesia is increasing with the use of most through social media, this shows that the citizens of Indonesia increasingly aware of the needs of the internet. The purpose of this study to determine customer perceptions of the influence exerted by the Digital Channel terhadap consumer's decision to consume. Researchers used a population of Bandung residents and using a sample of 100 respondents from the population to be tested using simple linear regression test, testers also use variables, namely Digital Channel X and Y are buying decision. The research showed that the Digital Channel significantly influence the purchase decision with a percentage of 54.1% and the remaining 45.9% influenced by other factors.

Keywords : Digital Channel, Social Media, Purchase Decision.