

ABSTRACT

Business competition that is increasingly fierce and competitive these days is forcing companies to continue innovate and provide the best service for customers. Electronic Marketing or commonly referred as e-marketing is an innovation of marketing by utilizing electronic technology, especially the internet to achieve sales doubled.

The objective of this study is to identify how e-marketing takes part in the impact on room rent purchasing decision in La Derra Purwakarta Hotel. The method used is quantitative descriptive method. Samples are consumers of La Derra Hotel who purchase by e-marketing and determined by accidental sampling technique to 100 respondents. Data analysis technique used is simple linear regression analysis.

According to the results of hypothesis testing by using questionnaire overall e-marketing significantly influence purchasing decisions on La Derra Purwakarta Hotel. This is evidenced by the value of $t_{count} > t_{table}$ is $6.268 > 1.984$. Based on the coefficient of determination of e-marketing influence on purchasing decisions as much as 28.62% and the remaining 71.38% is not conveyed in this study.

Keywords: *Marketing, E-Marketing, Purchasing Decision.*