

ABSTRACT

Growth in the number of café in Bandung also increasing every year. On the other hand, in the era of digitalization is now the Internet is no longer a matter of luxury and is only used by certain groups, it is evidenced by the continued increase in Internet users in Indonesia until 2012 that requires them to participate actively use the internet. Of every café has a unique and characteristic of each. This study aims to determine "Influence Of Internet Marketing Establishment For Creating Brand Awareness Intention to Buy", the implementation of the three variables according to consumer perceptions and to know which variable is the most dominant. The method is using Path Analysis (Path Analysis) with Equation Model Two Line. The amount of the acquisition the average percentage of respondents Internet Marketing variable is equal to 74.44%, Variable Brand Awareness is 72.22% and the variable Intention To Buy is 73.69% overall three variables included in the category of "Good" in the continuum line , The regression coefficient predictor of Internet Marketing (X) to Brand Awareness (Y) of is 0,700, or 70%, the amount of influence a total of 83.3%. Results of determination coefficient of 24.01%. The regression coefficient predictor of Internet Marketing (X) on Intention to Buy (Z) of 0.273, or 27.3%, the amount of influence a total of 17.25%. The regression coefficient predictor of Brand Awareness (Y) against Intention to Buy (Z) of 0.574, or 57.4%, the number of total effect of 42.7%. The coefficient of determination totaling 38.81%. As for the significance of the test results of the ANOVA table shows the Sig. 0,000, H_0 refused and H_a is received, the value of the coefficient X predictor variables significantly affect Internet Marketing (X) and Brand Awareness (Y) against Intention to Buy (Z) simultaneously. Number greatest influence gained from a variable X to Y by 83,3%.

Keywords: *Internet Marketing, Brand Awareness and Intention to Buy*