

ABSTRACT

The author chose to do this research, because it wants to know and measure the influence of internet marketing applied Indomaret Bandung branch Ciganitri which begins in 2013, so it can know the effect on purchasing decisions before applied internet marketing and finally. Good service and accurate information are an attraction for consumers. Internet marketing can also bring consumer attitudes to an outlet, such as how they buy the goods they want by coming to the booth or choosing shipping with an application that has been provided by Indomaret Bandung branch Ciganitri.

This research uses descriptive method and with quantitative research method, by using non probability sampling technique. Data settlement method using questionnaire and data analysis used is simple linear regression analysis. Simple linear regression test obtained $Y = 2,454 + 1,015 X$ means every increase of 1 level internet marketing will increase purchasing decision equal to 1,015 times or 10.15%.

The reasons for the influence of (R^2) internet marketing on purchasing decisions are 57.5%, the rest 42.5% (100% - 57.5%) by price, promotion and product quality or other untested factors which may affect purchasing decisions .

Keywords: Internet Marketing, Purchase Decision