

ABSTRACT

Since the beginning of the first appearance, the Internet shows the development that we never expected. Along with the development of increasingly sophisticated technology, and the development of internet users in Indonesia is increasing. The advent of digital media easier for public relations practitioners to interact in a variety of ways, faster and reach a wide audience. Marketing promotion strategy via the Internet, particularly digital media to increase sales broadly and does not require expensive marketing costs.

This study aims to determine how respondents about the use of digital media and purchasing decisions of Trans Studio Bandung ticket, as well as determine how much influence through digital media on purchasing decisions of Trans Studio Bandung ticket. Factors tested in this study is the promotion via digital media as independent variables with sub-variables websites and social media. While the purchasing decisions of Trans Studio Bandung ticket as the dependent variable.

This type of research used in this research is descriptive and causality. The population in this study was the visitors Trans Studio Bandung ever to access websites and follow Trans Studio Bandung's social media. Data sampling technique using nonprobability sampling with purposive sampling method and the sample size is 100 respondents. The analysis method used in this research is multiple linear regression analysis at a significance level of 5%. The program used to analyze the data using IBM software (SPSS) version 20.

The result showed that the use of website in Trans Studio Bandung in enough category, social media in enough category, and purchasing decisions in enough category. While based on the hypothesis testing results show that the use of digital media as promotional tool significantly influence to Trans Studio Bandung Ticket purchasing decisions. The influence of the use of digital media as promotional tool to purchasing decisions to buy Trans Studio Bandung's ticket is at 58,7% while the remaining 41,3% is other factors that nor examined in the study.

Keywords: *Purchasing Decisions, Promotion, Digital Media, Website, Social Media.*