

Abstract

The purpose of this research is to describe in general the marketing developments of education at the college level. In increasing consumer interest to apply to Telkom University, SMB Telkom University using Online Marketing Tools such as Websites, Email, Facebook, and Twitter as a marketing tool and can be easier for consumers to find out information about study programs, the cost of education, how to apply, and other information related about Telkom University. The method used for the research is using types of research descriptive and quantitative data which uses primary data as the main data used in the study. The primary data used was a questionnaire. Results from this study are accepted H0 and rejected H1 where H1 Online Marketing Tools has a significant influence with consumer purchase decision.

Keyword: Online Marketing Tools, purchasing decisions