

ABSTRACT

Online advertising is one of the promotional strategies to increase sales and attract consumers to buy the products offered. PT Tunas Mobilindo Perkasa is the sole agent of Daihatsu car brands in Indonesia who has the right to import, assemble and make branded vehicles, including Daihatsu, and related components and businesses in Indonesia. The purpose of this study is to find out how the influence of online advertising on Consumer Interests, buying interest in consumer perceptions, and how much influence online advertising has on consumers' buying interest. The method used is descriptive causal research analysis with quantitative data types. The sampling method is nonprobability sampling. Data analysis in this study using a simple linear regression test. Based on the analysis of 100 respondents obtained a simple linear regression equation, namely: $Y = 23,578 + 0,192X$ and the determination coefficient of 0,442 which shows that the influence of Online Advertising on consumer interest in the Daihatsu Grand New Xenia in Bandung is. 44.2%. while 55.8% is influenced by other factors not examined by the author.

Keywords: Online Advertising and Consumer Interest