

## **ABSTRACT**

*Online shopping through E-commerce is currently very developing in Indonesia. The sale of goods that were only conventionally done now is also done online. Many shops have begun selling their products online in various e-commerce sites and through their own websites. OR-K 689 is a distribution that also sells its products online through websites and e-commerce such as Tokopedia and Zalora. This study aims to determine the comparison of online and offline customer purchasing decisions OR-K 689 Bandung in 2019.*

*This research is a quantitative study using a survey method, with comparative research characteristics. The population of online and offline consumers is not known with certainty, so the sample is determined by the Bernoulli formula of 100 respondents each online and offline customer. The sampling technique used in this study is nonprobability sampling with purposive sampling. The analysis technique used is the Mann Whitney test which is processed using SPSS 24.*

*The results showed that purchasing decisions on offline customers were higher than on online customers. In addition, there are generally significant differences in offline and online customer purchasing decisions with a significant value  $<0.05$  except for the dimension of product choices, which have a significant value  $> 0.05$ . Based on research results so that purchasing decisions on online and offline customers are balanced it is expected that OR-K 689 can improve product quality and conduct promotions to increase sales.*

**Keywords:** *Online Customer, Offline Customer, Purchase Decision, E-Commerce, Comparison*