

## **ABSTRAC**

*The rapid technology causes the lifestyle patterns of society tend to develop increasingly complex and complicated. The automotive world is growing and Flea Bancen Motor is a company that provides new and used motorcycle parts by selling through social media. In marketing its products, Flea Bancen Motor has participated in using internet marketing media as a means / tool to promote its products.*

*In conducting research, the authors process questionnaire data using descriptive quantitative analysis and simple regression analysis. Then the results obtained are  $Y = 0.487 + 0.822 X$  which means that an increase in the level of internet marketing will increase consumer purchasing decisions by 0.822 times or 8.22%. The influence ( $R^2$ ) of internet marketing on consumer purchasing decisions on the Klaten Bancen Motor Klaten product in 2020 can be concluded that internet marketing affects purchasing decisions by 75.5%, the rest of which is 24.5% influenced by services, promotions, prices, products and or other factors not examined that can influence consumer purchasing decisions.*

*Keywords: Internet Marketing, Social Media, Purchase Decisions.*