

ABSTRACT

The presence of internet technology that benefits communications without limitation making Internet users will be easy to enlarge the network marketing a product. The Internet is a service product that is extremely easy to operate and can be used by all people and can also be used all the time. Currently the Internet became the flagship for business people in an attempt to win business competition. This is based on the increase of Internet users in the world which makes it easy for businesses to market and develop the land business. In this study, the method used is simple linear regression. The study population was a student Telkom University, where samples are taken by 100 respondents. The results showed that Internet Marketing OLX significant effect on brand image.

Keyword: Internet Marketing, Brand Image.