

ABSTRACT

The development of the tourism industry in Indonesia continues to increase, which is supported by the rampant traveling activity that is used as a lifestyle for some people, even tourists who come are no longer dominated by the surrounding community and domestic tourists, but the tourism industry has also managed to attract foreign tourists to come and enjoy the beauty and uniqueness of tourist destinations spread throughout Indonesia. Based on the data, it is known that based on the ranking of tourism service providers in the city of Bandung, PT. Fres Indonesia Tourism through Frestour and Travel is ranked fourth, even though Frestour and Travel has been established for a while and operates as a tour and travel provider. The ranking is under Travatour, Java Tourism Tour & Travel, and Easy Tour Bandung. This illustrates that the decision to use PT. Fres Indonesia Wisata is still not optimal. This study aims to find out the e-marketing of PT Fres Indonesia Wisata; knowing consumer decisions to use services of PT Fres Indonesia Wisata; and knowing how much influence e-marketing to customer decisions to use services of PT Fres Indonesia Wisata.

The research method used is descriptive and verification research. Research data was obtained from questionnaires. The sample unit in this study is 80 samples of tourist that use PT Fres Indonesia Wisata services. The results of questionnaire distribution are obtained through the help of microsfot excel 2013 and SPSS 22.00. The data analysis technique used in this study is simple linear regression.

Based on the results of the study found that e-marketing are in a high category. Customer decisions are in a high category. The results of this study also found that e-marketing has a positive and significant effect on consumer decisions to use PT Fres Indonesia Wisata services.

Keywords: E-Marketing, Customer Decisions