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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.