**ABSTRACT** 

Number of Internet users in Indonesia reached 88 million people in 2014.

One of the business which using the internet is e-commerce. In Indonesia the

potential of e-commerce greatest sales on September 2014 is in the field of travel.

Booking flight tickets and hotel room reservation ranks at the top in the top five

products or services to be purchased via online. In Indonesia there are many

distribution channels that provide the sales of flight ticket and booking of hotel

rooms, one of them through e-commerce. E-commerce in Indonesia with the

highest interest is Traveloka.com was ranked 97th as a popular website. To win

the competition with the others e-commerce businesses which providing the same

services, Traveloka use direct marketing in the form of e-mail marketing to

influence consumers to make purchasing decisions.

The purpose of this research was to find out the influence of marketing through

e-mail marketing towards purchasing decision.

This research requires the sample as much as 384 respondents with purposif

sampling techniques. This research uses techniques of descriptive statistical

analysis, hypothesis testing, regression, classic assumption test lienear simple as

well as the coefficient of determination.

The results of the analysis of research data is obtained that the regression

coefficient of the variable E-mail marketing at Traveloka (X) gets positive values

i.e. of 0.716 which means each variable e-mail marketing increased by one unit,

then the Online purchasing decisions (Y) will be increased by 0.716. The influence

of e-mail marketing toward the decision of purchasing is 47,6%.

Keywords: E-mail marketing, purchasing decisions

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