

## **ABSTRACT**

### ***EFFECT OF DIRECT MARKETING COMMUNICATIONS MEDIA MULTI LEVEL (MULTI LEVEL MARKETING) PURCHASE DECISION PT.K-LINK PRODUCT in Bandar Lampung***

by

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*People's lifestyles in today's era of globalization is very large influence on health. There are six factors that affect health, namely air, water, food and beverage, emotional balance, regular exercise, and adequate rest. In addition, herbal products from various companies are already widely used by consumers who have health problems. In this case the purchase decision has great significance in a company.*

*This study aimed to determine the effect of media multi-level direct marketing communications (through face-to-face marketing, marketing through catalogs, marketing via mobile phones, and marketing through a kiosk) to the purchase decision PT.K-LINK products in Bandar Lampung. This study was conducted on consumers PT.K-LINK in Bandar Lampung. The sampling method using non-probability sampling method with purposive sampling technique. The sample in this study amounted to 100 consumers.*

*The type of data used quantitative and qualitative data. Data analysis method used is the description of the results of surveys and quantitative analysis using multiple linear regression analysis. Hypothesis test results in this study indicate that the results  $t_{count}$  for marketing through face to face at 6.794, 2.112 catalog marketing, marketing via mobile phones at 3,542, and marketing through a kiosk at 2,166. This result means that the partial direct marketing communication media multi-level positive influence on purchasing decisions PT.K-LINK products.*

*The conclusion of this study is the media multi-level direct marketing communications (through face to face marketing, marketing through catalogs, marketing via mobile phones, and marketing through kiosks) significant and positive impact on the purchase decision PT.K-LINK products in Bandar Lampung.*

*Keywords: Media Communications, Direct Marketing, Purchasing Decision.*