

ABSTRACT

Muhamad Balkan. *The effect of Advertising and Direct Marketing through Customer Satisfaction with Buying Decision as Intervening Variable Study Case of Lazada Indonesia's Customer in West Jakarta (Supervised by R.A Nurlinda).*

This study aims to determine the effect of advertising and direct marketing partially toward customer satisfaction, to determine the effect of advertising and direct marketing partially toward customer satisfaction, to determine the effect of buying decision through customer satisfaction, to determine the effect of service quality toward buying decision through trust, to determine the effect of advertising toward customer satisfaction through buying decision on e-commerce website of Lazada Indonesia, to determine the effect of direct marketing toward customer satisfactory through buying decision on e-commerce website of Lazada Indonesia. Advertising and direct marketing becomes the independent variable while buying decision and customer satisfactory becomes the dependent variable.

The analysis method in this study is path analysis. The sampels in this study uses non probability sampling with purposive sampling technique. The amount of sampel in this study is 130 respondents. The respondents in this study are the costumer of Lazada Indonesia in West Jakarta.

The result in this study shows that advertising and direct marketing has partial impact toward buying decision, buying decisions has impact toward customer satisfactory, advertising has impact toward customer satisfactory and direct marketing has impact toward customer satisfactory through buying decision. The contribution of advertising and direct marketing is 38,7% through buying decision, which means the contribution of the other factors toward trust in this study is 61,3% outside the variables in this study that could impact toward buyng decision.

The contribution of advertising, direct marketing and buying decision is 81,3% through customer satisfaction, which means the contribution of the other factors toward trust in this study is 18,7% outside the variables in this study that could impact toward customer satisfactory.

Keyword: Advertising, Direct Marketing, Buying Decision dan Customer Satisfactory.