

Abstract

Direct Selling is one of the promotion system can be selected by the company to establish good relations with customers or members. This study examines the influence of Direct Selling towards the Tupperware member loyalty in Bandung. The study aims to determine the influence given to the loyalty of members of the Direct Selling Tupperware. The method used in this research is quantitative method with data collection in the form of a questionnaire distributed to members Tupperware Bandung branch either directly or via google.docs located in PT. Fajar Puncak Pratama as well as interviews with relevant parties. Sampling technique used is purposive sampling with a sample size of 100 people. The results showed a correlation between the variables of Direct Selling (X) to Loyalty Member (Y) of 0.693 with a significance level 0:01, based on the correlation table into the strong category and the R square value is 0.481 or 48.1%. That is, the ability of direct selling Tupperware in influencing loyalty members is 48.1% and the rest influenced by other factors not examined.

Keywords: Direct Selling, Member Loyalty, Tupperware