

## **ABSTRACT**

### ***The Effect of Online and Offline Marketing on Transvision Bandung***

*That currently online business is a pioneer in many business categories run by the people of Indonesia. This condition is certainly triggered by the growth of technology and the increasing number of users on the internet that are increasingly distributed throughout Indonesia. The era of globalization makes the business world enter into fierce business competition due to the triggering of increasingly sophisticated technological developments that make online marketing systems. Despite the increasingly sophisticated technological developments, face-to-face transactions directly remain an option for security and trust reasons. The purpose of this study was to determine the effect of online and offline marketing on purchasing decisions, as well as the partial and simultaneous influence of online and offline marketing on purchasing decisions. This research was conducted using Online and Offline Marketing variables as independent variables (X) with an effect on Purchasing Decisions (Y). Researchers use Instagram and Whatsapp objects as online marketing while Door to Door and Event objects as offline marketing. The population is Transvision consumers who are currently subscribed or who have subscribed to a sample of 100 respondents. The method used is descriptive research analysis with quantitative data types. The discussion analysis used is a simple linear regression analysis. The results of this study are independent variables namely Online and Offline Marketing have an influence on the Purchase Decision variable of 72.4%. While the remaining 27.6% is explained by other unknown factors or variables that are not included in this research analysis, other factors such as price, post intensity, radio advertisements, magazines, brochures and banners.*

**Keywords:** *Offline Online Marketing, Purchasing Decisions*