

## **ABSTRACT**

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

*Nowadays, 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 is increasingly prevalent 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 the online marketing system. Despite the increasingly sophisticated technological developments, direct face-to-face transactions remain an option for security and trust reasons. The purpose of this research is to find out how influential online and offline marketing is to customer satisfaction. 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 variable Customer Satisfaction of 38.3%. While the remaining 61.7 %% explained by other factors or variables that are unknown and not included in this regression analysis.*

**Keywords:** *Offline Online Marketing, Customer Satisfaction*