

ABSTRACT

In this era of globalization, companies make sales competition very tight, because of the triggering of increasingly sophisticated technological developments so that they use marketing *online*. Despite the development of increasingly sophisticated technology, face-to-face transactions are still the customer's choice, for reasons of security and trust in what is conveyed by the company's sales. One of the strategies to improve the purchasing decisions of PT. Telkom Witel West Sumatra is using a marketing method *door-to-door*, by going directly to the customer's house and conducting promotional activities. However, sales made by sales *door to door* have increased and decreased every month and year. So the authors conducted a study entitled "Measurement of Marketing Effectiveness *Offline In Door To Door* most facing Indihome Product Purchasing Decisions In Witel PT.Telkom Sumbar (A Case Study of Housing Sanjai In Bukittinggi Year 2021)" has the objective to find out how much the effectiveness of marketing door to door.

This marketing uses descriptive qualitative research methods, data collection techniques are carried out using interviews, observations, and documentation. The results of this study are that the offline marketing activities *door to door* carried out by the company are **not effective**, because there are several weaknesses of offline marketing *door to door* according to indihome sales as supporting informants, and customers as main informants. It is hoped that this research can help companies to continue to improve customer purchasing decisions, get maximum results, and be able to compete with other companies. The difference between this research and previous research is that it focuses more on the effectiveness of marketing *door to door*.

Keywords: Offline Marketing, Door to Door, Purchase Decision