

ABSTRACT

Direct Selling marketing is one of the company's strategies which is the development and implementation of the process of increasing sales. PT Industri Telekomunikasi Indonesia as a provider of telecommunications services and products creates direct selling which aims to help companies increase sales. This study aims to determine how much influence direct selling marketing has on increasing sales.

This research uses quantitative research methods with descriptive research types. Returning samples of this study used the Nonprobability Sampling and Purposive Sampling methods with a total of 65 respondents, namely customers of PT Industri Telekomunikasi Indonesia. Data analysis technique used is descriptive analysis and linear regression analysis simply by using a partial hypothesis test or T test.

Based on the results of this research analysis, it shows that customers have a very good response to the Direct selling offered with an average percentage of 91%, and respondents' responses regarding increasing sales have a very good response with an average percentage of 88%, and the results of The coefficient of determination (R Square) has a value of 0.302%, which means that there is an influence of Direct Selling on increasing sales of 30.2% and the remaining 69.8% is influenced by other variables not examined in this research, such as interest from consumers, and so on. This shows that direct selling and increasing sales are included in the Very Good scale category.

Keywords: Direct Selling and Increased Sales