ABSTRACT

The Influence of Multi Level Marketing System To Consumer Decision Process Purchasing on Tupperware Product in Bandung

By : Tengku Paradika Arif Sandi I, 21206049.

Under Guidance of Counsellor Elvira Azis S.E., M.T

PT. Fajar Puncak Pratama Bandung is a company which a moved in a marketing section (the formal distributor Tupperware) to be in market the Tupperware product.

This research do to know the Tupperware worker respon to the actuating of training program and to know the influence of a Multi Level Marketing system to the consument buying decision product in the part of PT. Fajar Puncak Pratama Bandung Branch that is a need requirement, of search information, evaluation of alternative, purchasing decision and buying pasca behavior.

The variable in this research is Multi Level Marketing System (free variable) and the consumer buying decision (tied variable). The Research method used a kuantitatif, deskriptif and verifikatif. The primary data was collecting by distributing kuesioner 85 sampel who are consumer of Tupperware product that assigned by sampling rando m method, and the interview with PT. Fajar Puncak Pratama management and also observations and kuesioner. For the test that's any influence between Multi Level Marketing System against the consumer buying decision process so uses Rank Spearman correlation coefficient statistic test.

Result of this research, can be resume that the Tupperware Multi Level Marketing system have a signifikan influence (strength enough) against the consumer buying decision. General the influence as in a correlation coefficient of rs 0,640 and statistical test 41%. That's way proved that Multi Level Marketing System can be influence the consumer decision buying process.

Keyword : Multi Level Marketing System , Consumer Decision Process