

ABSTRACT

Indonesian state has a natural potential, diversity of flora and fauna, ancient heritage, relics of history and art and culture all of which is the capital of great significance for the business development and increase tourism. PT. Travalink Indonesia is one of the agents travel agency that provides domestic and international tour packages, it is interesting to study the use of implementation Direct marketing conducted by PT. Travalink Indonesia. Product innovation tour packages that appeal to consumers and is expected to increase consumer buying interest. In this study, the method used is simple linear regression method with the population in this study is that consumers PT. Travalink Indonesia where samples were taken by 46 respondents. This indicates that the value of Direct Marketing in contributing to the Purchase Decision is 31.6% then the remaining 68.4% is explained by other variables not included in the model proposed in this study.

Keywords: Direct Marketing and Purchasing Decision.