

ABSTRACT

The rapid development of technology is currently affecting the growth of internet users. That way, emerging online business trading is now a trend. By following an era like this the company has an idea to make bookkeeping for online businesses. Many things are taken into consideration such as decisions in preparing sales promotion programs and also direct marketing by companies to attract consumers. By using sales promotions and direct promotions able to know the desires and satisfaction of consumers and to increase product sales.

This study aims to find out how sales promotion according to consumer perception of PT. Clodeo Indonesia Jaya, to find out how direct marketing according to PT. Clodeo Indonesia Jaya, and also to find out how much influence sales promotions and direct marketing have on customer satisfaction at PT. Clodeo Indonesia Jaya simultaneously and partially. This type of research is quantitative, using a causal method, researchers use multiple regression as a data analysis technique. The sampling technique used was non-probability purposive sampling with a total sample of 100 respondents.

Overall, it can be concluded that the results of the descriptive sales promotion research are in the good category that is 80%, 81% direct marketing and 81% customer satisfaction included in the good category 68% - 84% on the continuum line. Sales promotion and direct marketing have a simultaneous effect on customer satisfaction of 81.5% while the rest of 18.5% is influenced by other factors.

Keywords: *Sales Promotion, Direct Marketing and Customer Satisfaction*