

ABSTRACT

The Effect of Direct Marketing and Online Service Quality on Consumer Purchase Decisions in E-commerce Beauty Sociolla.

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Lifestyle changes are unavoidable, one of which is lifestyle changes that occur in the tendency to use beauty products. Sociolla is an e-commerce that sells complete and reliable original beauty product equipment. The purpose of this study was to determine and analyze the influence of direct marketing variables and service quality on consumer purchasing decisions at Sociolla. The population in this study are all customers who have shopped at Sociolla online. The sample method in this study used purposive sampling with a total sample of 112 respondents. Data from the results of the questionnaire used using a Likert scale and processed using the SPSS program. From the test results it can be stated that direct marketing has a positive and significant effect on purchasing decisions and service quality has a positive and significant effect on purchasing decisions.

Keywords: *Sociolla, Direct Marketing, Service Quality, Purchase Decision*