

**ANALYZE THE INFLUENCE OF PRODUCT BUNDLING, DISCOUNT AND
PROMOTION TOWARD CUSTOMER BUYING INTENTION
IN ICT INDUSTRY**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

ANALYSIS THE INFLUENCE OF PRODUCT BUNDLING, DISCOUNT AND PROMOTION TOWARD BUYING INTENTION IN ICT INDUSTRY

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The purpose of this study is to analyze the influence of product bundling, discount and promotion creating perceive value toward buying intention in PT. XYZ. The objective of the study is to help PT. XYZ examine how product bundling and promotion influence customer buying intention, how discount interact customer buying intention and which perceive value have the most significant influence toward customer buying intention in PT. XYZ. This research is using questionnaires were spread through email to PT. XYZ large corporate customers. In testing relationship between independent and dependent variable in the model are using Cronbach's Alpha, Pearson's Correlation, Regression and Structural Equation Modeling. The researcher used closed ended self-administrated questionnaires as a method of collecting data. The study was done on one hundred respondents from large corporate customers of PT. XYZ. The finding of the study revealed product bundling, discount and promotion have positive correlation and very strong association with perceive value toward and perceive value have very strong association with customer buying intention in the PT. XYZ. The result indicated that product bundling, discount and promotion creating positive influence and very strong association with perceive value toward customer buying intention.

Keywords: Product Bundling, Discount, Promotion, Perceive Value, Buying Intention.



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DEDICATION

I dedicate this thesis to my beloved parents, dear wife Angreta Chandra and my beloved children Andrew Johanes and Shannon E. Johanes.



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