

ABSTRACT

The purpose of this study is to ascertain how PT Berkah Jaya Platinum's customer loyalty is affected by sales promotion bundling tactics. The backdrop of this study is the growing competitiveness in business, which forces firms to create marketing plans that are both sustainable and successful. The study employs a quantitative methodology that includes basic linear regression and descriptive analysis. One hundred respondents who had bought bundled products from PT Berkah Jaya Platinum between 2023 and 2024 were given questionnaires to complete to gather data.

The results show that consumer perceptions of the bundling strategy fall into the high category, as does the level of customer loyalty. The simple linear regression analysis indicates that Sales Promotion Bundling has a positive and significant effect on Customer Loyalty, with a significance value of 0.000 and a regression coefficient of 0.433. These findings suggest that the more effective the bundling strategy is implemented, the higher the customer loyalty will be toward the company's products. This research is expected to provide valuable insights for the company in formulating promotional strategies and to contribute to academic references in the field of marketing.

Keywords: Sales Promotion, Bundling, Customer Loyalty