

ABSTRACT

The fierce competition in the hospitality industry now makes hotel management required to implement bundling marketing strategies, where companies offer their products with service packages and facilities that can attract consumers to increase the market. This study aims to determine how much influence bundling strategy Bee Outbound conducted on consumer buying interest. The population used in this study are consumers who have or often use Bee Outbound services. The sample in this research is 100 respondents, and sampling technique used in this research is a non probability sampling technique with purposive sampling approach.

Based on the results of descriptive analysis known that consumer response Bee Outbound included in the category agree. Simple regression test obtained $Y = 4,276 + 0,218X$ mean every increase one scale bundling will increase consumer interest equal to 0,218 times or 21,8%. The influence of bundling strategy on buying interest is 22% of the remaining 78% (100% -22%) influenced by marketing communications, other promotion mix, service quality if it can affect buying interest.

Keywords: Bundling Strategy, Interest Buying, Outbound Consumer