

ABSTRACT

In today's modern era forces every individual to keep up with development of technology, especially communication technology. This requires the operators of cellular telecommunication service providers in Indonesia, one of them Telkomsel (PT Telekomunikasi Seluler), to provide products and services that support the use of mobile phones. One of the services currently offered by operators is bundling products. Bundling is a starter pack and mobile phone (handset) sold simultaneously in the form of a bundle or packing two or several products in a sales package with one price. The bundling product offered by Telkomsel is by selling sim cards with a handset, for example, the Telkomsel starter pack is bundled with Samsung handset.

The purpose of this research is to know how big influence bundling strategy to consumer buying interest Telkomsel in Jakarta according to view of consumer itself.

This study is a quantitative study involving 400 respondents as a sample. Data collection was done by distributing questionnaires using five Likert scale points. Statistical analysis technique is done is descriptive analysis and multiple linear regression analysis for hypothesis testing by using SPSS 20.0 as data processing.

The result is that the bundling strategy has a significant positive effect on consumer buying interest. Partially, all four sub variables affect consumer buying interest that is novelty, lock-in, complementary, and efficiency. Adjusted R Square value of 0.710 which means that 71.0% Telkomsel consumer buying interest can be explained by bundling strategy variables, while the remaining 29.0% is explained by other variables that are not used in this research.

The conclusion is that it is better if the bundling strategy through novelty, lock-in, complementary, and efficiency sub-variables is further enhanced because the sub-variables have a significant influence on customer satisfaction.

Keywords: bundling strategy, consumer buying interest, telecommunication company.