

ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh program diskon dan bundling produk terhadap keputusan pembelian skincare Emina pada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura. Penelitian menggunakan pendekatan kuantitatif dengan desain kausal. Sampel berjumlah 100 responden yang dipilih menggunakan teknik purposive sampling. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linear berganda dengan bantuan IBM SPSS. Hasil penelitian menunjukkan bahwa program diskon dan bundling produk berpengaruh positif dan signifikan, baik secara parsial maupun simultan, terhadap keputusan pembelian. Temuan ini menunjukkan bahwa strategi promosi tersebut mampu meningkatkan keputusan pembelian konsumen.

Kata kunci: Diskon, *Bundling* Produk, Keputusan Pembelian.

ABSTRACT

This study aims to analyze the effect of discount programs and product bundling on purchasing decisions for Emina skincare products among students of the Faculty of Economics and Business, Universitas Trunodjoyo Madura. A quantitative approach with a causal research design was employed. The study involved 100 respondents selected through purposive sampling. Data were collected using questionnaires and analyzed through multiple linear regression with IBM SPSS. The findings indicate that discount programs and product bundling have a positive and significant effect, both partially and simultaneously, on purchasing decisions. These promotional strategies effectively encourage consumers to make purchasing decisions.

Keywords: *Discount, Product Bundling, Purchasing Decision.*