

The Impact of Reward Based Marketing on Credit Card Loyalty

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BACHELOR'S DEGREE
In

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June 2026

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

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The Indonesian credit card market has become increasingly competitive throughout the years with banks offering more rewards for higher tier cards. This research is made with the purpose of finding out if reward-based marketing truly does affect the mediating variables which are perceived value and customer acquisition that led to customer loyalty while spending behavior will be the direct predictor. This research will be a quantitative work requiring surveys with multiple questions using the Likert scale while also adding a screening question for the intended audience. The findings of this paper will be useful for banks to study by giving them a blueprint on how to optimize such structures for better return on investment.

Keywords: *Reward-Based Marketing, Customer Loyalty, Credit Card, Customer Acquisition, Perceived Value, Spending Behavior, Indonesia*

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DEDICATION

I dedicate this work to my mother who has wholeheartedly supported me in my roughest hours and in my toughest times. Always believing in me for what I can do and what I can achieve.



ACKNOWLEDGEMENTS

First and foremost, I would like to thank God and Jesus Christ for giving me strength and the will to succeed and make it this far.

I would like to give my thanks to Dr. Fiter Abadi MBA for being so insightful with his critiques and feedback. His engagement throughout this research has been very helpful and shaped the way this paper was finalized.

My appreciation to my about to be *alma mater* Swiss German University for being such a supportive and helpful place to be despite some frustrations. Another set of thanks to the professors not just SGU but also from Fachhochschule Südwestfalen and the staff for being in this academic journey with me.

To my mother who supported me through all my life despite my failures academically early on. Your belief in me has been a constant reminder of why I shouldn't give up so easily.

To my friends who pull me up in the darkest times of my life for always being there when I need it most, you are true friends who always reach out your hand no matter what.

To my peers and everyone who participated in my survey on this research, if not for you I would not have been able to do this research.

Finally, I give my fair share of thanks to the gaming community for giving me inspiration to do Reward-based Marketing and the banks who have done many programs that are critical to this research as a whole.

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