International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Strategy Of PT. Karya Sehati Utama (KSU) In Increasing Buying Interest Through Marketing Mix

Naba'il Nur Rachman[1*], Arif Hartono[2]

[1,2]Management Study Program, Faculty of Business and Economics, Islamic University of Indonesia, Yogyakarta

[1*]Corresponding Author :*nabanurrachman@gmail.com*

Abstract

The internship activities carried out by the author aim to see how PT. Karya Sehati Utama, which operates in the property industry in Yogyakarta and its surroundings, can implement a good marketing mix strategy. PT. Karya Sehati Utama is one of the largest developers in Yogyakarta, which focuses on property development such as housing and villas. As a company in the property industry, PT. Karya Sehati Utama implements a 4P marketing mix strategy (product, price, place, promotion) to design and market projects that are in accordance with customer needs and market trends. To be able to find out the process, the author took observation data that was carried out directly and obtained 3 sources as a validity test. The method used by the author in compiling this internship report uses a qualitative method and uses triangulation testing. The analysis technique in this study consists of 3 activity flows that run simultaneously, namely: data reduction, data presentation and drawing conclusions. The results of this internship show that with the implementation of the marketing mix in the company, it has a significant influence on marketing activities so that the products offered can attract consumer buying interest.

Keywords: Marketing Mix, Product, Price, Place, Promotion, Property Industry Developer

INTRODUCTION

In the business world, marketing is one of the important business strategies to do. Competition in winning over consumers that often occurs causes companies to compete to improve the quality of marketing for goods and/or services sold. Kotler and

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Keller(2022), defines marketing as the process of preparing integrated communications aimed at providing information on goods or services in satisfying human needs and desires. Meanwhile, according to Tjiptono and Diana(2020), marketing is the process of creating, distributing, promoting, and pricing goods, services, and ideas to facilitate exchanges that satisfy customers.

PT. Karya Sehati Utama (KSU), as a company engaged in the developer sector, has challenges in facing competitive market dynamics. To increase consumer purchasing interest, this company must rely on the marketing mix as the main strategic tool. The marketing mix, which includes elements such as product, price, place, and promotion, is an important framework for creating value for customers. According to Kotler and Keller(2016), effective marketing mix implementation enables companies to influence consumer perceptions, increase competitiveness, and drive sales.

In this context, the marketing mix strategy at PT. KSU needs to be adjusted to market needs and target consumer characteristics. The company can utilize product innovation, competitive pricing, distribution expansion, and attractive promotions to create a positive experience for customers. This step is in line with the view that an integrated marketing strategy can significantly increase consumer purchasing interest.(Lamb et al., 2018). In addition, the development of digital technology also opens up opportunities for PT. KSU to optimize the marketing mix through digital platforms. The use of social media, e-commerce, and data analytics are part of a modern strategy that can increase interaction with consumers and strengthen brand loyalty.

Over time, the number of companies engaged in the same field continues to increase. Each company needs to have product specifications that are superior to its competitors to increase consumer appeal. To implement business strategies in marketing products better, companies are required to be sensitive to changes in environmental conditions (internal and external). The challenges faced by PT. Karya Sehati Utama (KSU) as a developer in increasing purchasing interest through the marketing mix can be categorized into the following aspects:

Tight Market Competition

The property and development industry has many competitors, both local and national, offering similar products. The challenge for PT. KSU is to create unique value in their products so that they can compete with competitors through product differentiation, pricing, and attractive promotions.

Adjusting Prices to Consumer Purchasing Power

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

As a developer, PT. KSU needs to adjust the price of their property products to remain competitive but still provide sufficient profit margins. Consumer purchasing power factors, especially in the lower middle segment, are often an obstacle in determining pricing strategies.

Selection of Effective Distribution Channels

Choosing a strategic location and appropriate distribution channels for the property is one of the main challenges. PT. KSU needs to ensure that their products are easily accessible to target consumers and supported by adequate infrastructure.

The Need for More Creative Promotion and Digitalization

In the digital era, consumers tend to search for information through online platforms. PT. KSU's challenge is to utilize digital and social media effectively to promote their products. They also have to compete in producing interesting and relevant promotional content.

Building Brand Image and Consumer Trust

As a developer, consumer trust in the quality of the projects offered is the main key in influencing purchasing decisions. PT. KSU needs to ensure that they are able to build a good reputation through product quality, project completion reliability, and after-sales service.

Changes in Consumer Preferences

Consumer preferences for property continue to evolve, including the need for modern, environmentally friendly designs and additional amenities. PT. KSU must be responsive to these trends to stay relevant in the market.

Macroeconomic Constraints

External factors such as housing loan interest rates, inflation, and government policies can affect people's purchasing power for property. PT. KSU needs to design a flexible strategy to be able to adapt to changes in the economic environment.

By overcoming these challenges, PT. Karya Sehati Utama can more effectively utilize the marketing mix elements (product, price, place, and promotion) to increase consumer purchasing interest.(Morewedge et al., 2021). The right marketing strategy can develop a company's business in the industrial market and gain consumer loyalty. To

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

achieve this, companies need to have unique advantages in products, competitive prices, easily accessible distribution channels, and promotions that are in line with the target market.

Objectives

Companies need to identify how product development that suits market needs and preferences can influence consumer purchasing decisions. In addition, a competitive pricing strategy that still provides value to customers is a challenge in itself, especially considering consumer purchasing power in a competitive market. Furthermore, distribution effectiveness in ensuring product availability in strategic locations also needs to be considered to better reach consumers. On the other hand, innovative and relevant promotional strategies with the development of digital technology must be able to attract consumers' attention and build a positive image of the company. So the formulation of the problem in this study is: "What is the strategy to increase consumer purchasing interest at PT. Karya Sehati Utama through a marketing mix that includes products, prices, distribution, and promotions?"

LITERATURE REVIEW

Marketing Management

According toKotler & Keller (2018) Marketing management is a target market to attract, maintain, and increase consumers by creating and delivering good sales quality. Marketing Managementcan also be interpreted as a tool for analyzing, planning, implementing, and controlling programs in a business that are designed to create, build, and maintain interactions in order to generate profit. The profit in question can be used to achieve the main objectives of a business or company.(Indrasari, 2019).

Marketing Mix

Kotler & Armstrong (2018)mentions that the marketing mix is a marketing tool that combines product, price, distribution, and promotion to achieve the company's desired goals in its target market.Miati & Tresna (2020) argues that the marketing mix is a series of technical marketing tools that can be controlled and combined by the company to obtain the desired response in the target market.

Alma (2019)states that the marketing mix is a plan combined with sales activities that are combined optimally to produce quality products that are able to increase consumers.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Marketing Mix Concept

The marketing mix concept according to Kotler and Keller (2018) consists of 4Ps, namely:

1. ***Products***

   A product is anything that can be offered to the market to be noticed, obtained, used, consumed, and that can satisfy a desire or need.(Kotler & Amstrong, 2018). Companies need to understand the level of products they want to market so they can make decisions in planning market surveillance.

   In the property industry, a product refers to the property offered, such as a house, apartment, or commercial property. Product aspects include design, construction quality, additional facilities, and aesthetic value. Properties designed according to consumer needs and preferences have a greater chance of attracting buying interest. Products that are in accordance with market needs will increase the added value and competitiveness of the company in the property industry (Kotler & Keller, 2016).

2. ***Price***

   According to Kotler and Armstrong (2018), price is the amount of money charged for a product, or the amount of value exchanged by customers to obtain or use the benefits of the product they buy. The only element of the marketing mix that generates revenue is price; all other elements are expenses. Companies need to monitor the prices set by competitors so that the prices set by the company are not too high or vice versa.

   Price is the value that consumers must pay to obtain property. Pricing strategies in the property business are influenced by various factors, including location, size, quality, and market demand. Competitive prices and payment flexibility, such as installment offers or discounts, are the main attractions. Prices that are in accordance with consumer capabilities and perceptions are one of the main factors in purchasing decisions (Lamb, Hair, & McDaniel, 2018).

3. ***Place***

   According to Kotler and Armstrong (2018), a place or distribution channel is a company's activity in providing products for consumption by consumers. The decision in determining the company's distribution channel will directly affect all decisions in determining other aspects of marketing.Sunyoto (2018) argues that distribution channels carry out all activities related to the distribution of goods sold

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

to consumers. According to Kotler and Armstrong (2018), the levels of distribution channels are divided into two categories, namely:

a. *Direct Marketing Channel*, namely channels that do not involve intermediaries. These channels indicate that the company sells directly to customers.
b. *Indirect Marketing Channel*, namely a marketing channel that has one or more levels of intermediaries. Goods and/or services do not reach consumers directly, but through other subjects, such as distributors, agents, retailers, or resellers.

Distribution in property includes the physical location of the property and how the company reaches consumers. Strategic locations with easy access to public facilities such as transportation, schools, or shopping centers are a significant attraction. In addition, the use of digital distribution channels, such as websites and e-commerce platforms, is increasingly relevant. Accessibility and location of the property greatly influence consumer decisions in choosing property products" (Tjiptono & Diana, 2020).

4. ***Promotion***

Kotler and Armstrong (2018) argue that promotion is an activity that communicates the benefits of a product and encourages target consumers to buy it. Promotion is one way for companies to communicate products and attract potential consumers to buy the goods or services offered. Promotion is one element in a company's marketing mix that is used to inform, persuade, and remind consumers of the existence of the company's products.(Mohamad & Rahim, 2021).

Promotion is a way for sellers to communicate with buyers. Promotion can be done by spreading the right product information that aims to change the attitudes and behavior of buyers. Those who previously did not know become familiar, so that consumers will remember the product (Mulyati & Afrinata, 2018). Promotion is a method used by companies indirectly or directly to inform, persuade, invite, and remind consumers about a brand or product sold by the company.(Prasetiyo & Hidayat, 2019).

By strategically combining these marketing mix elements, property companies can create greater appeal to consumers while building a competitive advantage in the property market.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Purchase Interest

Purchase interest is consumer behavior that comes from consumer confidence in a product and/or service that a company offers them.(Halim & Iskandar, 2019).Devotion (2020)argues that consumer buying interest is an intention that arises in a person before making a purchase of goods and/or services that are considered first before the purchasing process takes place. Consumers who are formed from buying interest can be called Potential Consumers, namely consumers who have not made a purchase at present and are likely to make a purchase in the future or are usually called prospective buyers.(Erlangga & Madiawati, 2023).

METHOD

Qualitative research methods are used in the internship report at PT Karya Sehati Utama. Cresswell(2016)explains that qualitative research is research that explores and traces the meaning of a number of individuals or groups of people originating from a social issue. The Case Study method is used in this internship activity.Yin (2018)argues that case studies are a social science research method that is suitable for research that has a main question or problem formulation of "how and why".

Researchers collect complete information using various data collection procedures within a specified time limit. Observations and interviews are used to collect and analyze data. From the results of interviews and observations obtained, this is used to understand more deeply about certain aspects related to internship activities. In addition, observation and analysis of marketing mix practices set by the company will also be conducted to support the analysis of the internship report on how PT. KSU implements marketing mix practices, how consumers respond to them, and how the effectiveness of promotions that have been carried out by PT. KSU can increase purchasing interest in its consumers.

The unit of analysis in the context of this study is the marketing staff of PT. Karya Sehati Utama. Focusing on marketing staff is considered important because they are the part that is directly involved in the implementation of the company's marketing mix strategy and have a deep understanding of KSU. Below is a brief explanation of the topics that will be discussed related to KSU internal employees and their relationship to the Marketing Mix:

1. Product

A product is something that is offered to the industrial market to gain attention, so that something that is offered can be purchased by consumers, before finally being consumed to fulfill a desire or need of the consumer.(Kotler & Amstrong, 2018). Products

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

offered by PT KSU must have legal permits, good quality raw materials, and of course must be assessed for their level of comfort.

2. Price

Kotler & Armstrong (2018)explains that price is an amount of money exchanged for a good and/or service. Price can also be called an amount of value that consumers exchange for the benefits of goods and/or services. The price offered by PT KSU must be in accordance with the target market that has been set. Because one of the factors of buying interest that is often considered by consumers is the price factor.

3. Place or Distribution Channel

Place is a location associated as a distribution channel intended to get targeted consumers. This distribution system includes a place to make buying and selling transactions, transportation, trading systems, and so on. PT KSU is a company engaged in construction, making comfortable homes and choosing a strategic construction site will certainly increase value in the eyes of consumers.

4. Promotion

Promotion is an activity that communicates the benefits of a product and encourages consumers to buy it. Kotler and Armstrong (2018) argue that promotion is an activity that communicates the benefits of a product and encourages target consumers to buy it. This involves promotion using print media, television, radio, or social media to spread marketing messages to a wider audience. Promotion involves a variety of activities to stimulate sales, including special offers, coupons, exhibitions, and other promotional events. It is used to encourage customers to take certain actions, such as purchasing a product or service.

RESULTS AND DISCUSSION

Marketing mix is used by marketers to influence their consumers and stabilize their business with a number of consumers who meet their goals. So is PT Karya Sehati Utama. PT. KSU is always in a stable condition and always wants to achieve these goals. The 4P marketing mix of PT. KSU is as follows:

A Products

Products are services or goods that are traded. PT KSU trades products in the form of residential property. PT KSU's products are unique compared to housing offered by other developers, namely the housing concept offered always contains a philosophy of life so that every housing developed is always a noble masterpiece.(PT KSU, 2022). A noble housing means that the housing developed is of high quality, good aesthetics, and

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

contains cultural values. The housing area offers premium housing that provides comfort, beauty, and social status for its residents.

PT KSU offers several housing product options, including:

1. Villa Gardenia

Villa Gardenia is located in Sempu, Bangunjiwo, Kasihan, Bantul, Yogyakarta, which is in a beautiful and lush hilly area. Although located in a hilly area, Villa Gardenia still has easy access and a short distance to public facilities. Villa Gardenia is a housing complex by PT KSU which is also packaged as a villa. The natural conditions and charming architectural design concept provide added value to this housing.

Villa Gardenia is wrapped in a modern tropical design style, which displays an elegant, casual design character, and is also resistant to tropical weather. The design is able to maximize air circulation and lighting. The high building mass cools the room inside and makes it able to withstand hot temperatures. There are six types of houses offered, namely type 36, type 45, type 54, type 53, type 70, and type 85. This residential area is also equipped with a business square area.

PT KSU always includes the contents of life philosophies in each of its works, including in Villa Gardenia. The Candra Jiwa philosophy underlying the design and supporting elements of the housing provides its own value to the area, making it a cultural masterpiece.



2. Tamanmartani Harmony House

Grha Harmoni Tamanmartani is located in Randu Gunting, Tamanmartani, Kalasan, Sleman, Yogyakarta. This housing complex has a unique design with distinctive

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

ornaments that give a natural and shady impression and offers three types of houses, namely types 36, 45, and 54. Each house has main specifications, namely bedrooms, bathrooms, and carports.

Grha Harmoni Tamanmartani is built in a strategic area and surrounded by cultural heritage tourism. Public facilities inside Grha Harmoni Tamanmartani include: Security Post, Main Gate, and Mini Playground creating a comfortable environment for family members' activities.



3. Maguwo Harmony House

This housing complex is located at Jl. Jenengan Raya No. 1, Jenengan, Maguwo, Depok, Sleman, Yogyakarta. Grand Harmoni Maguwo presents a modern tropical design house with an elegant facade. The interior is designed with a functional layout to provide comfort for its residents. The housing units at Grand Harmoni Maguwo are equipped with a smart home system feature, facilitating various activities in the house. There are 2 exclusive types 70 and 75 Hook which provide choices according to consumer desires.

Public Facilities inside Grand Harmoni Maguwo include: Security Post, Main Gate and Underground Electrical system. With this, there are no cables dangling in the residential area, making it neater and safer to create a conducive environment for consumers.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR









4. The Beautiful House of Purwo

Griya Purwo Indah carries a simple and modern mezzanine housing concept with a comfortable and friendly environment. Located on Jalan Purwomartani, Bromonilan, Purwomartani, Kalasan District, Sleman Regency, Special Region of Yogyakarta makes Griya Purwo Indah a very strategic housing complex with many shopping and educational centers around it. Griya Purwo Indah has two choices of unit types, namely type 45 and 54.

Griya Purwo Indah has high security with a mini gate and a 24-hour security post. This housing is also equipped with a playground as a children's playroom. The beautiful environment and the concept of modern housing create a safe and comfortable environment for all family members.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR



Various housing areas developed by PT KSU aim to meet the needs and preferences of various prospective residents, starting from the concept of a natural villa such as Villa Gardenia and Griya Purwo Indah. In addition to the uniqueness of each housing area, the types of houses provided also vary, ranging from type 36 to 85, with specifications that include bedrooms, bathrooms, carports, to balconies and backyards. Housing such as Grha Harmoni Tamanmartani, and Grha Harmoni Maguwo, complete PT KSU's portfolio with functional to elite class housing, providing many choices according to the needs of modern families and people who prioritize aesthetics and comfort. The uniqueness, characteristics, and variety of house types in the housing areas developed by PT KSU are a special attraction for consumers. This product differentiation strategy has proven to be able to create added value for consumers, so that it has succeeded in attracting the interest and attention of buyers who aim to find premium and high-value housing.

B Price

Price in marketing mix strategy refers to the pricing strategy for a product or service. Price should reflect the value of the product, the purchasing power of customers, and the company's strategy, such as market penetration, premium pricing, or discounts. This element also includes payment structures, credit policies, and price promotions. The housing unit products in the elite area developed by PT KSU consist of various price levels, adjusted to the needs and capabilities of the market.

PT KSU provides exclusive housing with the best quality, elegant design, and complete facilities to meet the expectations of various customer segments. Starting from more affordable house types to premium units with high value. The price of housing units at Villa Gardenia is priced starting from IDR 560,000,000.00/unit, Grha Harmoni Tamanmartani starting from IDR 484,000,000.00, and Grha Harmoni Maguwo starting

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

from IDR 1,1617,000,000.00. This price variation allows PT KSU to reach more potential buyers, from young families to professionals who prioritize luxury and comfort. Each product is designed to provide comfort, aesthetics, and promising investment value.

C Place

The place element relates to how products or services are available and accessed by customers, including distribution channels, sales locations, logistics, and online or offline distribution strategies. This element ensures that products are available at the right place and time for target customers. Marketing strategies based on location elements are implemented by PT KSU to ensure that its property products can be optimally accessed by the target market. PT KSU has a housing location that is close to public facilities, such as hospitals, stations, campuses, main roads, and public transportation which are added value. In addition, a safe, beautiful, and flood-free environment is also an important consideration.

In addition to locations close to public facilities, PT KSU also chooses locations that are tailored to the needs of the target market. For example, luxury housing is usually located in premium areas, such as Villa Gardenia which is located in a hilly area that offers fresh and natural air. Meanwhile, middle-class housing is located in rapidly developing suburban areas, such as the Grha Harmoni Tamanmartani housing estate which tends to prioritize strategic access. Meanwhile, the location map shows the location of the housing area being developed along with the distance to various nearby public facilities.

D Promotion

Promotion includes all communication efforts to increase awareness, interest, and sales of a product. It involves advertising, sales promotions, public relations, direct marketing, and digital marketing. The goal of promotion is to convince potential customers and create brand loyalty.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR



Promotion is a very important strategy in the property business as PT KSU is engaged in. The marketing strategy for PT KSU's residential property business includes various communication strategies used to increase awareness and attract potential buyers. PT KSU utilizes a combination of offline and online promotion methods to reach a wide target market. Through property exhibitions in strategic locations, open houses in residential areas, and the installation of banners and billboards in busy areas, PT KSU ensures the visibility of their products.

In addition, this company also often holds promotional programs, such as discounts or easy installments, to attract the attention of potential buyers, especially during certain periods such as the end of the year or when launching new projects.



Online Marketing Strategy Through PT KSU Website

With attractive content designs, such as virtual tour videos, resident testimonials, and interactive promotions, the company has succeeded in increasing the appeal of their products. This strategy allows PT KSU to reach not only local buyers but also investors from outside the city or abroad who are looking for property opportunities in Yogyakarta. This integrated promotional approach helps PT KSU build a brand image as an innovative

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

and trusted premium property developer. In addition, the marketing mix strategy used by PT KSU plays an important role in increasing interest in buying PT KSU properties.



Online Marketing Strategy Through Instagram PT KSU

Triangulation

Triangulation is done to check the validity of the data by utilizing something outside the data itself. The research data obtained through interviews and direct observations at PT Karya Sehati Utama are then compared with other data sources. The interview results generally explain that the marketing mix strategy which includes 4P (product, price, place, promotion) is effective in increasing interest in buying residential property products offered by PT KSU. In terms of products, PT KSU offers housing with unique designs, premium quality, and cultural philosophy, as seen in Grand Harmoni Maguwo and Villa Gardenia. This uniqueness provides emotional and functional appeal to customers, thereby increasing buying interest.

In terms of price, PT KSU offers a variety of prices that suit market needs, ranging from affordable house types to premium units that provide high investment value. This pricing strategy allows the company to reach various customer segments, from young families to professionals. In terms of location (place), PT KSU chooses a strategic location that is close to public facilities, such as hospitals, campuses, and transportation access, thereby increasing the attractiveness of their property. In addition, a safe, beautiful, and flood-free environment is a significant added value. Finally, through promotion, PT KSU uses a combination of offline strategies, such as property exhibitions and open houses, as well as online strategies through social media, websites, and property portals. By utilizing creative campaigns, such as virtual tour videos and resident testimonials, the company has succeeded in reaching more potential buyers. The integration of these four

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

4P elements creates a relevant, attractive, and customer-oriented purchasing experience, thereby significantly increasing purchasing interest.

CONCLUSION

The research resulting from the internship at PT Karya Sehati Utama uses observation, interview, and documentation techniques. The conclusions of the research that focuses on the marketing mix strategy are:

1. *Products*

PT Karya Sehati Utama has successfully presented products that are relevant to its target market, such as (Villa Gardenia, Grand Harmoni Tamanmartani, Griya Purwo Indah, Grand Harmoni Maguwo). The product's advantages lie in its uniqueness/main features, material quality, modern design, location, price and completeness of facilities. However, there is still room for innovation in adapting products to the needs of the ever-growing market.

2. *Price*

The pricing strategy implemented is quite competitive and has been adjusted to the targeted market segment. However, the company can consider more flexibility, such as an interest-free installment program or special discounts for early buyers, to attract more consumers.

3. *Place*

Product distribution has been well managed through distribution channels (marketing offices and digital platforms). The selection of project locations is also strategic, but the company can be more optimal in utilizing digital technology to reach a wider market.

4. *Promotion*

The promotion is quite effective, especially through (social media, customer testimonials or property exhibitions). However, this strategy can be improved with a more personal and interactive marketing campaign, such as using video media, or virtual property tours.

Recommendation

The following are some suggestions that can be done by PT. Karya Sehati Utama:

Product Development

1) PT. KSU needs to conduct more in-depth market research to identify new consumer needs, such as eco-friendly trends or smart homes. 2) PT. KSU needs to add

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

added value such as community facilities or better after-sales service.

Price Adjustment

1) There needs to be regular evaluation of pricing strategies to ensure competitiveness, especially when facing competitors. 2) Consider flexible pricing schemes to appeal to a wider market segment, including millennials and investors.

Distribution Expansion

1) PT. KSU needs to strengthen its presence on digital platforms, including property-specific e-marketplaces. 2) Opening up opportunities for collaboration with property agents or global platforms to reach buyers from abroad.

Promotion Strategy

1) The need to increase interaction on social media with creative and interesting campaigns. 2) Leverage technologies like augmented reality (AR) or virtual reality (VR) to provide a more engaging promotional experience. 3) Focus on word-of-mouth strategies through referral programs or testimonials from satisfied customers.

REFERENCES

Alma, B. (2019). Marketing Management and Service Marketing. Alfabeta.

Amin, N. (2023). The Influence of Marketing Mix on Consumer Purchase Interest at Harapan Abadi Store in Gowa Regency [Muhammadiyah University of Makassar]. https://digilibadmin.unismuh.ac.id/upload/38027-Full_Text.pdf

Anderson, S. J., Chintagunta, P., Germann, F., & Vilcassim, N. (2021). Do marketers matter for entrepreneurs? Evidence from a field experiment in Uganda. Journal of Marketing, 85(3), 78–96.

Ansari, S., Ansari, G., Ghori, M.U., & Kazi, A.G. (2019). Impact of brand awareness and social media content marketing on consumer purchase decisions. Journal of Public Value and Administrative Insight, 2(2), 5–10.

Ardiyansyah, R. (2016). Analysis of the Influence of Marketing Mix on Consumer Purchase Interest at Puspa Agro. Journal of Marketing Strategy, 3(2), 8. https://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/4496

Bakti, U. (2020). The Influence of Service Quality, Products and Prices on Purchase Interest at Lazada Online Stores in Bandar Lampung. Journal of Economics, 22(1), 101–118.

Baswedan, FF, & Satrio, B. (2022). The influence of marketing mix on consumer purchasing interest (case study of Mekar Wangi perfume shop). Journal of

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Management Science and Research (JIRM), 11(8). https://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/4787

Belch, G. E., & Belch, M. A. (2018). Advertising and promotion: An integrated marketing communications perspective. McGraw Hill. https://thuvienso.hoasen.edu.vn/handle/123456789/8039

Cresswell, JW (2018). Qualitative Research & Research Design. Student Library.

Creswell, J. W. (2009). Research Methods. J. W. Creswell, Research Design: Qualitative, Quantitative and Mixed Methods Approaches, 15–17. https://wallawalla.simplesyllabus.com/api2/doc-pdf/25w7l3n4x/Fall-2024-SOCI-451-0-.pdf

Creswell, J. W., & Poth, C. N. (2016). Qualitative Inquiry and Research Design: Choosing Among Five Approaches. Sage publications. https://books.google.com/books?hl=en&lr=&id=DLbBDQAAQBAJ&oi=fnd&pg=PP1&dq=Qualitative+Inquiry+and+Research+Design:+Choosing+Among+Five+Approaches&ots=-iq63dGTPu&sig=AnistJvCfYnABEFWa5A5mVBEzdo

Crittenden, V., & Peterson, R. A. (2019). Digital disruption: The transdisciplinary future of marketing education. Journal of Marketing Education, 41(1), 3–4.

Erlangga, Y., & Madiawati, PN (2023). The Influence of Sales Promotion, Experiential Marketing, Product Quality and Service Quality on Repurchase Interest at Café Escalasi Space in Bandung City. EProceedings of Management, 10(5).

Fauzi, I., & Duwiki, M. (2020). The Influence of Motivation and Work Discipline on Teacher Performance at the Al Wasatiyah Foundation, Tangerang. Journal of Effective Economics, 2(2), 298–305.

Fauzia, DRS (2018). The Influence of Religiosity, Halal Certification, Product Ingredients on Purchase Interest and Purchase Decision (Survey on Gen-M Consumers of Cadbury Dairy Milk in Malang City). (Doctoral dissertation, Universitas Brawijaya).

Fernos, J., & Ayadi, AS (2023). The Influence of Marketing Mix on Consumer Purchase Interest at Madu Lapai Donut Shop. Valuation Journal: Scientific Journal of Management and Entrepreneurship, 3(2), 593–604. https://www.valuasi.lppmbinabangsa.id/index.php/home/article/view/208/152

Fitriani. (2018). The Influence of Marketing Mix on Consumer Purchase Interest in Online Fashion Products on the Instagram Social Network [Muhammadiyah University of Makasar]. https://digilibadmin.unismuh.ac.id/upload/2689-Full_Text.pdf

Gelderman, C. J., Schijns, J., Lambrechts, W., & Vijgen, S. (2021). Green marketing as an environmental practice: The impact on green satisfaction and green loyalty in a

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

business-to-business context. Business Strategy and the Environment, 30(4), 2061–2076.

Halim, NR, & Iskandar, DA (2019). The effect of product quality, price and competition on purchasing interest. Journal of Management and Business Research (JRMB) Faculty of Economics UNIAT, 4(3), 415–424.

Haque-Fawzi, MG, Iskandar, AS, Erlangga, H., & Sunarsi, D. (2022). Marketing Strategy; Concept, Theory and Implementation. Pascal Books.

Indrasari, M. (2019). Marketing and Customer Satisfaction: Marketing and customer satisfaction. Unitomo Press.

Islam, A., Wahab, SA, & Abdul Latiff, AS (2023). Can small and medium businesses endure the COVID-19 crisis through strategic philanthropy? Management Matters, 20(1), 16–35.

Iswara, NC, Budiarto, B., & Suprihanti, A. (2023). Analysis of the Influence of Segmenting Targeting Positioning on Consumer Repurchase Interest of Tambi Tea Products in Wonosobo, Central Java. Agrisociabus, 2(1), 33–39.

Isyanto, P., Sapitri, RG, & Sinaga, O. (2020). Micro influencers marketing and brand image to purchase intention of focallure cosmetic products. Systematic Reviews in Pharmacy, 11(1), 601–605., 11(1), 601–605.

Keller, K. L., & Kotler, P. (2022). Branding in B2B firms. In Handbook of business-to-business marketing (pp. 205–224). Edward Elgar Publishing. https://www.elgaronline.com/edcollchap/book/9781800376878/book-part-9781800376878-21.xml

Kotler, P., & Amstrong. (2018). Principles of Marketing Seventh Edition. Salemba Empat Publisher.

Kotler, P., & Keller, K. L. (2016). Marketing Management. Pearson. https://books.google.co.id/books?id=UbfwtwEACAAJ

Kotler, P., & Keller, K.L. (2018). Marketing Management. PT Indeks.

Lamb, C.W., Hair, J.F., McDaniel, C., Summers, J., & Gardiner, M. (2018). MKTG4. Cengage Learning Australia. https://books.google.co.id/books?id=siRtDwAAQBAJ

Miati, I., & Tresna, PW (2020). Marketing Mix at Batik Gendheis, Banjar City. AdBispreneur: Journal of Thought and Research on Business Administration and Entrepreneurship, 5(2), 129–143.

Miles, MB, Huberman, AM, & Saldana. (2014). Qualitative data analysis. Jakarta: UI press.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Miles, M.B., Huberman, A.M., & Saldaña, J. (2018). Qualitative Data Analysis: A Methods Sourcebook (4th ed.). SAGE Publications.

Mohamad, R., & Rahim, E. (2021). Marketing mix strategy from a sharia perspective. MUTAWAZIN (Journal of Sharia Economics), 2(1), 15–26.

Moleong, LJ (2017). Qualitative Research Methodology (Revised Edition). Rosdakarya Youth. https://opac-lumajang.polinema.ac.id/item/408

Morewedge, C.K., Monga, A., Palmatier, R.W., Shu, S.B., & Small, D.A. (2021). Evolution of consumption: A psychological ownership framework. Journal of Marketing, 85(1), 196–218.

Morgeson III, F.V., Hult, G.T.M., Mithas, S., Keiningham, T., & Fornell, C. (2020). Turning complaining customers into loyal customers: Moderators of the complaint handling–Customer loyalty relationship. Journal of Marketing, 84(5), 79–99.

Prasetiyo, B., & Hidayat, T. (2019). The Influence of Promotion and Word of Mouth on Purchase Decisions for Xyz Donut Products. Journal of Economic and Accounting Research (JPENSI), 4(1), 937–952.

Priansa, DJ (2017). Integrated Marketing Communications in the Era of Social Media. CV Pustaka Setia. https://openlibrary.telkomuniversity.ac.id/pustaka/141653/komunikasi-pemasaran-terpadu-pada-era-media-sosial.html

Prihartini, E., Mahiri, EA, Hakim, A., & Kurnadi, E. (2022). The Influence of Brand Image and Celebrity Endorsement on Consumer Purchase Interest in Elzatta Majalengka Store Products. Journal of Co-Management, 4(3), 775–783.

PT KSU. (2022). Profile of PT Karya Sehati Utama. Www.Karyasehati.Com.

Putri, Y., Nurhuda, A., & Huda, AAS (2023). Basic Concepts of Classroom Action Research: An Introduction to Educational Research Methods. BELAINDIKA Journal (Learning and Educational Innovation), 5(2), 43–50. https://belaindika.nusaputra.ac.id/article/view/119

Rahmita, NK (2023). The Influence of Marketing Mix on Consumer Purchase Interest of Tri Arga Ground Coffee in Bukittinggi City. Andalas University. http://scholar.unand.ac.id/123699/

Sari, SP (2020). The relationship between purchase interest and purchasing decisions in consumers. Psikoborneo: Scientific Journal of Psychology, 8(1), 147–155.

Sekaran, U., & Bougie, R. (2017). Research Methods for Business: A Skill-Development Approach. Salemba Empat. https://penerbitsalemba.com/buku/02-0321-metode-penelitian-untuk-bisnis-e6-1

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Senaen, GC, Rogahang, JJ, & Walangitan, OF (2023). Marketing Mix Analysis in Increasing Product Sales After the Impact of Covid-19 (A Study at PT. Toa Galva Prima Karya). Productivity, 4(3), 421–428.

Setiana, HASM, & Nuraeni, RSKNMK (2021). Nursing Research. LovRinz Publishing.

Simmon, A., Septiana, T., Putri, AM, & Zaki, H. (2021). SWOT Analysis of Lapak Kami Group in Business Development. Research in Accounting Journal (RAJ), 1(3), 405–411.

Sofia, S., Rahayu, A., & Hasanawati, NI (2024). The Influence of Marketing Mix on Housing Purchase Decisions at CV. Sinar Papua. Journal of Development Economics and Digitalization, Tourism Economics, 1(2), 115–128. https://journal.ppmi.web.id/index.php/jdedte/article/view/676/518

Sudarsono, H. (2020). Textbook: Marketing management. Pustaka Abadi.

Sugiyono. (2019). Qualitative Quantitative Research Methods and R&D. Alfabeta.

Sunyoto, D. (2018). Human Resource Management and Development (First Edition). CAPS (Center for Academic Publishing Service.

Sutopo. (2019). Qualitative Research Methodology: Theoretical Basis and Its Application in Research. Sebelas Maret University. https://lib.ui.ac.id/detail.jsp?id=20259795

Syaiful. (2024). Educational Research Methods. Deepublish.

Tjiptono, F. (2018). Marketing Services (Principles, Applications and Research). CV Andi Offset.

Tjiptono, F., & Diana, A. (2020). Marketing. Andi Publisher. https://elibrary.bsi.ac.id/readbook/230384/pemasaran

Wijaya, PE, & Sugiharto, T. (2024). Product, Price and Promotion on Home Purchase Decisions at BTP Residence Bekasi. Journal of Management and Bussines (JOMB), 6(2), 374–383. https://journal.ipm2kpe.or.id/index.php/JOMB/

Yin, R. K. (2018). Case Study Research and Applications. Sage Thousand Oaks, CA.

Yohana, NKY, Dewi, KAP, & Giantari, IGAK (2020). The role of brand image mediates the effect of electronic word of mouth (E-WOM) on purchase intention. American Journal of Humanities and Social Sciences Research, 1, 215–220.

Zhang, C., Zhang, H., Zhao, M., Li, Z., Cook, C.E., Buysse, DJ, Zhao, Y., & Yao, Y. (2020). Reliability, validity, and factor structure of the Pittsburgh sleep quality index in community-based centenarians. Frontiers in Psychiatry, 11, 573530. https://www.frontiersin.org/journals/psychiatry/articles/10.3389/fpsyt.2020.573530/full

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.