

Perancangan Strategi Pemasaran Properti Rumah Hunian dengan Pendekatan Structural Equation Modeling dan Manajemen Strategis = Marketing Strategy Design for Housing Property Company Using Structural Equation Modeling and Strategic Management Approach

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Abstrak

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang paling berpengaruh terhadap keputusan pembelian rumah oleh konsumen di wilayah Jabodetabek serta merumuskan strategi pemasaran bagi sebuah perusahaan properti di Jakarta Selatan agar dapat terus bersaing dan mempertahankan nilai penjualan. Data pada penelitian ini dikumpulkan menggunakan kuesioner untuk pengolahan data menggunakan metode *partial least squares-structural equation modeling* (PLS-SEM) dan dengan melakukan wawancara mendalam kepada pihak perusahaan untuk perumusan strategi pemasaran. Berdasarkan hasil penelitian ini, didapatkan faktor yang berpengaruh secara terhadap keputusan pembelian rumah, *yaitu trust, environment, characteristics, attitude*, dan *legality*, serta lima usulan alternatif strategi pemasaran yang dapat dilakukan, yaitu peningkatan nilai *brand equity*, perbaikan fasilitas proyek, skema promo baru, dan kerja sama dengan pihak eksternal.

.....This study aims to analyze the most influential factors in the decision-making process of home purchases by consumers in the Jabodetabek area and formulate marketing strategies for a real estate company in South Jakarta to remain competitive and maintain sales value. Data for this research were collected using questionnaires for the data processed using the partial least squares-structural equation modeling (PLS-SEM) method, and in-depth interviews were conducted with company representatives to formulate a marketing strategy. Based on the findings of this study, the factors influencing house purchase decisions were identified as trust, environment, characteristics, attitude, and legality. Additionally, five alternative marketing strategy proposals were suggested, including enhancing brand equity, improving project facilities, introducing new promotional schemes, and collaborating with external parties.