ABSTRACT

Real Estate’s Consumer Behavior Analysis In Order To Develop Promotion Mix of Kota Wisata Cibubur.

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The decision of promotion mix becomes one of the factors that can influence buying decision of house. On the other side, changing in consumer behavior will effect the company to improve their established promotion mix gradually. The problem that faced in real estate promotion is there’s no promotion mix development caused by the lack of consumer behavior information. On the other side, the promotion mix development will have an impact on company’s financial aspect. The purpose of this research are (1). To analyze promotion mix done by Kota Wisata Cibubur, (2). To analyze decision making process done by consumer (3). To analyze the source of information of Kota Wisata Cibubur used by consumer and (4) To formulate the right promotion mix to communicate the advantages of Kota Wisata Cibubur. The research method maintained is survey method. Primary data is collected through questionnaire and interview to citizen of Kota Wisata Cibubur and other citizen in Jakarta area for comparison. Respondent choosing technique is probability sampling by convinience sampling. The citizen of Kota Wisata Cibubur are 95 respondents and respondent outside Kota Wisata Cibubur are 29 respondents. Data collected analyze descriptively. The measurement of respondent’s attitude done by Fishbein Multiattribute method.

The promotion activity done by KWC developer is set to emphasize the themes of each house cluster. Housing consumer behavior character is that they need a high involvement between product to them. So, personal selling plays a key role of the success of KWC selling. Consumer’s buying decision towards house in KWC comes from the source of information such as house advertising. The result of this research shows that Bintaro Jaya becomes the most famous real estate (top of mind) in consumer’s point of view. The two group of respondents appraise the level of importance of advertising attribute as the most important attribute to be considered. Meanwhile, personal selling, in KWC citizen’s point of view is considered important, has the same level of importance as sales promotion.

Respondent’s perception toward a house advertising is different between KWC and non KWC citizen. The two group of respondent relatively have the same appraisal on sales promotion. Newspaper advertising (27.4%), exhibition (17.9%), radio and sales force (14.72%) are sources of information about KWC. The non KWC citizen use exhibition (58.62%) and advertising (44.83%). Personal selling strategy maintained by KWC developer is already good enough. The highest Fishbein score is sales person’s product knowledge. Something that has to be alert is sales person sex since this has low score. Sales promotion attribute that stress on discount, gift and lucky draw are appraised good. The best sales promotion strategy for KWC is discount. Facilities information is important factor in housing publicity.

Emotional attractiveness may push consumer to make buying decision. Moral attractiveness has to push consumer’s mind directly to decide what is good for them. The effort to develop housing takes a lot of money with high consumer’s felt involvement. On the other side, capital needed in this business has high interest of money. So, developer has to maintain a high sales volume with fast consumer’s buying decision. Based on that, promotion message transmitted should be clear so that consumer can understand easily. Communication channel maintained should bundle the personal and non personal communication channel. Personal communication should through direct face to face communication should has a high communication value. The content of advertising message also inform the access and clear guidance to location, house design and picture.

Sales promotion activity should emphasize on discount. Potential buyer has to get a medium for free to see the house location. This effort can make decision making process faster. The development of sales promotion should raise the sales person’s communication ability higher. Besides, it is necessary to increase publicity about the advantage of house location.