

Promotion Strategy to Increase Sales of AL Fazza Residence Property at PT Wahana Persada Indonesia Makassar City

Mochtar Lutfi M¹, Hermawaty RK², Rawana³

¹⁻³ Universitas Islam Makassar, Makassar, Indonesia

E-mail: dpk@uim-makassar.ac.id¹, hermawatyrk@gmail.com²

ABSTRACT

This study aims 1) to find out what promotional strategies are being carried out by PT. Wahana persada Indonesia in increasing sales of Al Fazza residence. 2) To find out the supporting factors and inhibiting factors in implementing promotional strategies in increasing sales of Al Fazza residence. This type of research was carried out using a qualitative descriptive approach. This research was carried out at PT. Wahana Persada Indonesia, which is located on Jalan Baling Tonjong, Manggala, Makassar City. when this research was conducted in January-February 2022. The data sources are primary data and secondary data. The focus of the research is promotion strategy. Data collection techniques are observation, interviews, and documentation. The results showed that 1). Promotion strategy of PT. Wahana Persada Indonesia in increasing sales by using the concept of a promotional mix (promotional mix). By using social media (instagram, whatsapp, and facebook), brochures, billboards and banners, sales promotions offer down payments that can be paid in installments and provide furniture promos, public relations are carried out by visiting institutions such as schools, campuses and offices , personal sales are also carried out by canvassing distributing brochures, following up, direct marketing is done by looking for relationships, catalogs and giving business cards. 2) supporting factors in implementing promotional strategies in increasing sales, namely marketing spirit, support system, continuous. The inhibiting factors are the Covid-19 pandemic, and the competition is quite tight.

Keywords : Strategy; Promotion; Sales Increase.

INTRODUCTION

Companies engaged in property are growing along with the increasing number of people realizing the importance of future assets (Chandra, 2018; Irwansah, 2019; Maulidi, 2020) . For business people and communities who realize the importance of future assets, they will choose the right one (Akib, 2005; Rahmat et al., 2021) to work together. Various ways are used to face challenges or competition developed by company managers as one of the company's relays in facing marketing competition. All actions that can generate income or income for either a person or a group of people and companies are considered as business activities. Promotion is one of the most important factors affecting sales volume because when a company carries out promotional activities (Animun et al., 2017; Lestiani, 2018; Listyawati, 2016; PBAA Putra, 2020) , it tries its best to properly expose the product to consumers so that they can hear, see, be interested, and buy. There are five promotion mixes (Astuti, 2015; Khasanah & Pamujo, 2011; PP Putra, 2016) , according to Stanton etzel and Walker: personal selling (personal selling), advertising (advertising), sales promotion (sales promotion), publicity (publicity), and public relations. The level of competition between business industries is increasing in the business world, especially among Indonesian business actors. As a result of this competition, a company must be able to overcome various difficulties that arise in managing its marketing business, and ensure that the company concerned has the ability to have effective and efficient management so that clients do

not move to other places. similar companies . PT. Wahana Persada Indonesia in Makassar City is one of the businesses engaged in the property sector which was opened on Sunday 9/11/2017 with its address at Jln Balang Tonjong, Manggala, Makassar City. with a relatively new business age, but the owner has implemented several promotional strategies in marketing products.

PT Wahana persada Indonesia Makassar city is very aware that Makassar city is a city that in recent years has increased rapidly in the property business (Manaf & Rachmawati, 2016; Nurlaela, 2015) , this makes the owner very aware that the most effective strategy is applied to arouse the customer's desire to become a regular customer. namely by providing several promotional concepts that can be directly selected by customers and can adapt to their work. until now PT Wahana persada Indonesia Makassar city is still trying to increase sales by trying to expand the scope of business. the owner also explained that their company is one of the best selling companies and focuses on Islamic environment. the main factor that can cause ups and downs in the level of sales at PT. Wahana Persada Indonesia in Makassar City is a fairly tight competition because not only PT Wahana Persada Indonesia is engaged in the property sector in Makassar City but there are several similar companies. Promotions are held to attract attention and will generate buyer interest in the products being sold (Evelina et al., 2013; Nurzanah & Sosianika, 2019; RAP & Iriani, 2014; Yanuar et al., 2017) . This is done to convey to the public about the company's functions, as well as the company's vision and mission, as well as the Makassar City Government housing work program. Of course, every promotional promotion conducted by PT. Wahana persada makes yields increase. Every promotion that PT Wahana Persada does, of course there is an increase in sales or not at all, it all depends on the work of the promotional strategy.

PT. Wahana Persada Indonesia must understand the appropriate market share and consumer preferences. Because if the promotion is not in accordance with the market share, then everything that has been done can be in vain, and such things should be avoided because the promotion strategy used, as well as the marketing carried out by the current owner, is important to arouse customer attention. There is something interesting from PT. Wahana Persada Indonesia marketing has been carried out since the company was founded until now, especially promotions carried out through brochures, exhibitions, and social media in partnership with Islamic banking. From the media used, more or less it will have an impact on increasing sales of PT Wahana persada Indonesia's Al Fazza residence housing from the promotion used. Promotions carried out by attracting attention will create a buyer's appetite for the products offered. This is done to introduce to the public about the company's functions, both the vision and mission or the work program of Al Fazza Residence housing

METHOD

This research was conducted from January to February 2022. This research is located at PT. Wahana Persada Indonesia which is located at Jln Balang Tonjong No 22, Manggala, Makassar City. To obtain accurate data, the researcher used purposive sampling (Ames et al., 2019; Barratt et al., 2015; Campbell et al., 2020) , where the informants were selected randomly or intentionally. This method is used using an estimate that the selected informants are people who are familiar or actively involved in the research topic. The following are research informants: Employees at Pt vehicle Persada Indonesia: 10 people, Users/ consumers: 10 people, The number of informants in this study were 20 people.

The focus of the research is how to determine concentration (Aranda & Natasya, 2016; Yumarlin, 2016) , and use it as a basis for efforts to collect and seek information, as a research basis, and also as a guide for discussion or analysis, so that research really gets the expected results. . Apart from that, the focus of the research, the constraints on the space for research and development, and also in the end the discussion and development of the research carried out was not in vain. In this study, the focus of this research is that researchers discuss the implementation of a promotional strategy system and increase sales of Al Fazza residence properties at PT Wahana Persada Indonesia.

This research was conducted in several stages. First, in the preparation phase, then continued with the planning phase , and finally the development phase, using a promotional mix strategy indicator that will be oriented towards results, namely effectiveness, efficiency, satisfaction and fairness. The research description is a series of writings in which it provides an overview or explains with certain objects or circumstances briefly, clearly and precisely. Researchers used qualitative data in this study because they wanted to explain in writing the facts, situations, or symptoms encountered in the promotion strategy to increase sales of Al Fazza Residence property at PT Wahana Persada Indonesia. Data Analysis Techniques The data obtained in this study, the authors used descriptive analysis, namely, analyzing the data in the form of a description of the promotion strategy in increasing sales of property al fazza residence in PT. Wahana persada Indonesia city. According to the interactive data analysis model, it starts with data collection , reduction, and drawing conclusions with the following steps. 1) Data Reduction At this stage, the authors select data that are truly considered relevant and important in the context of an advertising strategy to increase sales of the Al Fazza Residence property at PT Wahana persada Indonesia, Makassar city. 2) Data display, showing the data, is the presentation of the data, the authors present the findings, then share with the interesting of the problem being investigated, the method and use integration with theory. 3) Conclusion Drawing and Data Verification, which is intended to determine the final data and the whole process at the analysis stage, so that the authors can verify the promotion strategy in increasing sales of Al Fazza Residence property at PT. Wahana Persada Indonesia Makassar city.

RESULT AND DISCUSSION

In this research, the informants are company managers, and including ten employees, ten users/customers. The characteristics of the informants in this study were divided into 3 characteristics consisting of characteristics based on age, gender and type of work.

Characteristics of Informants by Age

Age is one of the characteristics that is very influential in determining the choice to purchase, so that the age difference also influences purchasing decisions. The following will show groups of respondents based on age.

Table 1
Characteristics of Respondents by Age

Age Group (Year)	Frequency (Person)	Percentage (%)
21-30 Years	11	55
31-40 Years	3	15
41-50 Years	6	25
51 Years	0	0
Total	20	100

Source; Primary Data Processed, 2022

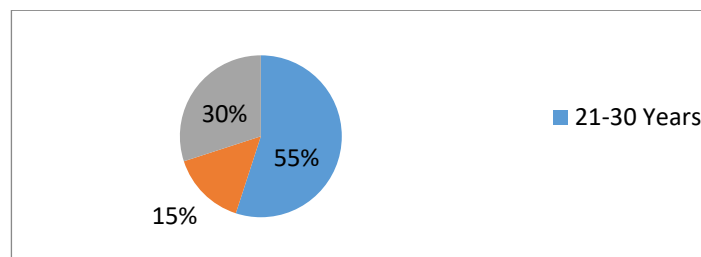


Figure 1. Characteristics of Respondents by Age

From the figure 1 it can be seen that from the 20 number of informants, PT. Wahana Persada Indonesia is more dominant at the age of 21-30 years, namely 11 people with a percentage of 55%. And ages 31-40 as many as 3 people with a percentage of 15%, ages 41-50 as many as 6 people with a percentage of 30%. Based on the picture above, it can be seen that the highest respondents aged 21-30 were 11 people with a percentage of 55%. This shows that the employees and consumers of Al Fazza residence housing have a lot of interest in the age group of 21-30 because that is the productive period of working and starting a family/marriage.

Characteristics of Informants by Gender

To find out the comparison between male sex and female sex can be seen in the following table.

Table 2
Characteristics of Informants by Gender

Gender	Frequency (person)	Percentage (%)
Man	8	40
Woman	12	60
Total	20	100

Source ; Primary Data Processed, 2022

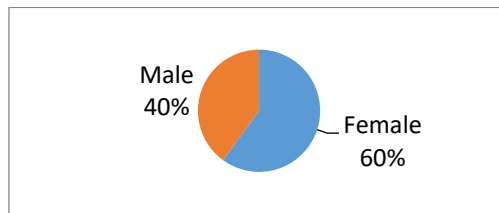


Figure 2. Characteristics of Informants by Gender

From the figure 2 above, it can be seen that from 20 many informants, PT. Wahana Persada Indonesia is more dominantly female as many as 12 customers. In this case PT. Wahana Persada Indonesia is more frequently visited by female users .

Characteristics of Informants by Type of Work

Work is one of the reasons someone is attracted to buy. The following will show groups of respondents based on the types of work.

Table 3

Characteristics of Respondents by Type of Work

Type of work	Frequency (person)	Percentage (%)
Employee	13	67
civil servant	5	26
IRT	2	7
Total	20	100

Source ; Primary Data Processed, 2022

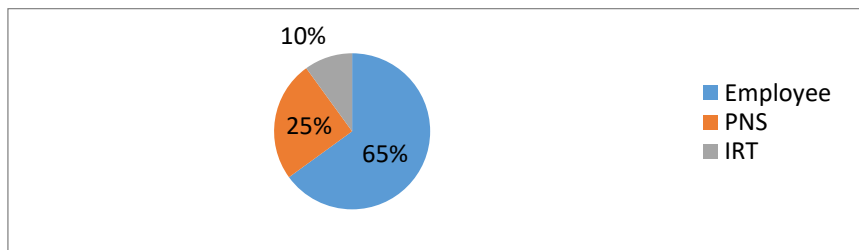


Figure 3 . Characteristics of Respondents by Type of Work

From the figure 3 above, it can be seen that from the 20 number of informants there are 13 people working as employees with a percentage of 67%, working as civil servants as many as 5 people with a percentage of 26%, working in IRT 2 people with a percentage of 7%.

Result

Promotion strategy in increasing sales of Al Fazza residence property PT. Wahana persada Indonesia Makassar city.

Promotion is an attempt to inform or sell goods or services in order to attract potential consumers to buy. Of course the purpose of promotion is to increase sales. Based on the results of interviews with the author and Mrs. Ica as a manager at Pt. Wahana Persada Indonesia , Makassar City , her response regarding the planning of promotional strategies is fully submitted to the marketing division or not? what is the system?, on February 8, 2022 stated that: " In terms of planning a promotion strategy, the leadership is directed first, if for example the leadership is constrained, then it is handed over to the manager to be handled directly in terms of planning, usually the manager and the marketing team formulate a strategy pattern that will be executed"

The use of promotional promotions carried out by the marketing party of Pt. Wahana Persada Indonesia using the promotional mix method , including:

1) Advertising (advertising)

Advertising is the use of media to inform consumers to invite them to do something. From the eyes of a consumer, advertising is a source of information or just a form of entertainment. While the social view of advertising is a form of service to a group of people. The results of the interview with Icha Mustamine, SE., Ak, CA, his response about how the advertising strategy used by the company in increasing sales of Al Fazza residence, on February 8, 2022 stated that: "Nowadays, we use social media, especially in the digital era, we are no longer in the field. It's okay if there are regular exhibition activities we can also go down to the field. But now we focus on social media because it is more effective in terms of marketing. In addition to efficient time and the budget is minimal, we also use billboards, brochures and banners." Based on the results of the interview above regarding the advertising strategy used at PT Wahana Persada Indonesia, it can be concluded that technological developments in the current era greatly affect the advertising process and are able to maximize information. quickly so as to facilitate the product introduction process. That's why some advertising uses social media because its reach is very broad.

2) Sales Promotion

Sales promotion is a sale consisting of various promotional activities, including sales demonstrations, contests, sample giving, point of purchase displays, intensive giveaways, and sales promotion expenditures are in principle greater than advertising. The results of the interview with Icha Mustamine, SE., Ak, CA as the manager's response about how the sales promotion strategy used by the company in increasing sales of Al Fazza residence, on February 8, 2022 stated that: " Usually the sales promotion strategy is like giving gimmicks, promotions, special day promos, DP promos can be paid in installments or promos for furniture, or precious metals." Based on the results of the interview above regarding the sales promotion strategy used at PT. Wahana Persada Indonesia Makassar city , it can be concluded that the provision of promotions in sales turns out to have a significant effect on increasing sales where consumers are very interested in what is called a promo so that it can attract consumers/users".

3) Public Relations

Public relations is a role in creating a good image of a company, communicating all forms of information about the company to the public, clients or investors. The results of the interview with Icha Mustamine, SE., Ak, CA, his response as manager regarding how the public relations strategy used by the company in increasing sales of Al Fazza residence, on February 8, 2022 stated that: "Visiting agency agencies, market markets, office environments because not everyone has social media, so the public relations strategy is also important, the term is canvassing, we visit directly door to door, face to face to society". Based on the results of the interview above regarding the public relations strategy used at PT. Wahana persada Indonesia in Makassar city, it can be concluded that public relations is a very important part in increasing sales, because this is something that consumers/users might like where they can ask questions. directly about the advantages and disadvantages of the product in order to quickly consider the desire to buy".

4) Personal selling

Personal selling is a direct interaction between the seller and the prospective buyer. In face-to-face selling, there is direct personal contact between the seller and the buyer. The results of interviews with Icha Mustamine, SE., Ak, CA as the manager of PT. Wahana Persada Indonesia, Makassar city, in response to how the personal selling strategy used by the company in increasing sales of Al Fazza residence, on February 8, 2022 stated that: "Every marketing is a visit to a prospective user in their database, and the company is also a company that operates in real estate so that employees can creatively use their own way to attract potential users." Based on the results of the interview above regarding the personal selling strategy used at PT. Wahana persada Indonesia Makassar city , it can be concluded that personal selling is very important to improve the expertise of marketing staff to attract consumers / users in their own way so as to allow users to be interested in this type of personal selling because direct interaction between the seller and the buyer.

5) Direct Marketing

Direct marketing is a type of sales technique that uses direct marketing media without the need for third party marketing intermediaries in the buying and selling process. The results of interviews with Icha Mustamine, SE., Ak, CA as the manager of PT. Wahana persada Indonesia, Makassar city, responded as a manager regarding how the direct marketing strategy used by the company in increasing sales of Al Fazza residence, on February 8, 2022 stated that: "That is looking for relationships, putting family first, friends, friends, then going out to the wider community. "

Based on the results of the interview above regarding the direct marketing strategy used at PT. Wahana Persada Indonesia in Makassar, it can be concluded that direct marketing is a factor where a consumer / user can be affected because here they can also make direct offers.

Supporting and inhibiting factors in implementing promotional strategies to increase sales at PT. Wahana Persada Indonesia.

1) Supporting factors

Supporting factors are factors that support, encourage, expedite or assist and accelerate the occurrence of things that can maximize the company's performance in implementing the

promotion system. The results of interviews with Icha Mustamine, SE., Ak, CA as the manager of PT. Wahana persada Indonesia Makassar city in response to the supporting factors in implementing the company's promotional strategy in increasing sales of Al Fazza residence, on February 8, 2022 stated that: "The supporting factor is the marketing tools, one of which is marketing tools, the design must be attractive, in terms of the marketing spirit. itself must be able to animate the product, be persuasive to the user, passive, continuous, never offer to stop, once it is refused to stop. Even though there are many things that we can establish such as friendship, not just selling, and where later it will be the user because it is close to us, which was half full." Based on the results of the interview above regarding the supporting factors in implementing promotional strategies in increasing property sales at PT. Wahana Persada Indonesia Makassar city, it can be concluded that the supporting factors are one of the factors that can maximize sales so that each has a responsibility to maximize their performance based on these supporting factors.

2) Obstacle factor

An inhibiting factor is something that is inhibiting, inhibiting itself means that something can travel, work, and the like, become not smooth, slow or stuck. The results of interviews with Icha Mustamine, SE., Ak, CA as the manager of PT. Wahana Persada Indonesia, Makassar City, in response to the inhibiting factors in implementing the company's promotional strategy in increasing sales of Al Fazza Residence, on February 8, 2022 stated that: "At this time, usually because of the pandemic, we are prohibited from gathering too much, prohibiting going to a place, or meeting each other. directly, holding events, at least there are regulatory rules that prevent personal competition from being the most intense." Based on the results of the interview above regarding the inhibiting factors in implementing promotional strategies in increasing property sales at PT. Wahana persada Indonesia, Makassar city, it can be concluded that the inhibiting factors are one of the one factor that can affect sales so that it can hinder in implementing the promotion of PT. Wahana persada Indonesia.

Discussion

1. Promotional mix method in increasing sales

Promotion is an aspect that is used to inform and persuade the market about a new product or service to the company through advertising, personal selling, sales promotion, and publication, according to Kotler & Armstrong, (2012: 44-50).

Kotler & Armstrong, (2012:44-50) promotion mix as the right combination of promotional techniques used by businesses to convince customers of their value, create customer relationships, and increase sales.

- a) Advertising refers to the role of advertising in the marketing of products or services is to increase awareness *of the* existence of the services offered, increase consumer knowledge about the services offered, and encourage potential consumers to buy or use these services. to support the positioning of PT. Wahana Persada Indonesia with promotion using advertising (*advertising*), PT. Wahana has implemented it, namely by making banners that are pasted in front of the Al Fazza housing and maximizing it through social media. One of the advertisements that can also make products known to many people, both inside and outside the area. For promotion development, if PT. Wahana persada Indonesia in the future wants to add promotion through advertising or advertising, then the recommended form of *advertising*

for PT. Wahana persada Indonesia is to advertise through advertisements on street billboards, and advertisements in magazines. By using these advertisements, it can make the product familiar in the eyes of consumers so that at any time consumers will be interested in buying the products offered.

- b) Sales promotion (*sales promotion*) The main attraction according to the promotion of consumers is the desire to bargain (*Bargain*) or to receive something for free. Closely related to this use are various types of trade promotions such as free goods, wages (*Allowances*), and specific rebates aimed at influencing sales cooperation again (*Reseller Cooperation*). Through sales promotions, companies can attract new customers, hypnotize their customers to try new products, encourage more customers, attack competitors' promotion activities, increase *Impulse Buying* (purchases without prior planning), PT. Wahana Persada Indonesia has carried out Sales Promotion or promotions. sales by giving discounts to consumers who want to buy products in large quantities. Sales Promotion (*Sales Promotion*) must be improved again by business owners. The form of *sales promotion* that should be done in order to increase sales is promotion based on consumer desires, such as price discounts and getting *give aways* , giving bonuses when there are large purchases, promos at bazaars and other forms of offers so that consumers can be more interested again to buy the products offered. because by giving discounts and bonuses to consumers it will make consumers feel given a price reduction so that it can make new consumers can become subscriptions and this can make the sales obtained by the company will increase.
- c) Public Relations *Public Relations* is the marketing function that assesses attitudes of the general public, identifies areas within the organization that the general public may be interested in, and implements a program of action to gain general public understanding and acceptance. Organizations also need to be aware of or accept the needs of each interest group PT. Wahana Persada Indonesia promotion mix of Public Relations and *Public Relations* has been implemented by the company with regular visits to agencies, schools, offices and corporate environments. in order to be able to build the company's image to the surrounding community
- d) (*Personal selling*) The nature of face-to-face selling is more flexible because it allows the seller to adapt direct sales offers to the needs and behavior of each prospective buyer. In addition, sellers can quickly see potential buyers' reactions to sales offers to be able to make adjustments on the spot. Based on the results of interviews with the manager of PT. Wahana persada Indonesia, they have carried out direct marketing, namely by marketing Al Fazza residence to consumers or users by contacting prospective buyers from the database they have. *Personal selling* is usually an activity carried out by marketing carried out by going into the field to offer directly to the public so that people are interested in buying their products.
- e) (*Direct Marketing*) The purpose of face-to-face selling is to attract buyers, advertise to inform and influence customers, promote purchases, and public relations to build and maintain a company's image. In some cases, direct marketing focuses all of these activities into direct selling. No mediation. Direct marketing (*direct sales*) is sales where an entrepreneur tries to sell products directly to distributors outside wholesalers, and can be broadly interpreted as one of direct sales from producers to consumers. Based on the results of interviews conducted by researchers with the manager of PT. Wahana Persada Indonesia, for promotions with *Direct Marketing* or direct marketing to consumers, the company did it. Companies only do direct marketing by building relationships so that they can quickly and directly market their products. Can pay attention to ethics and read consumer situations and conditions (consumer privacy),

courtesy and courtesy. And Direct marketing should also be done by bringing product samples, pamphlets, business cards, catalogs with complete product descriptions, business contacts to contact about orders, and information via online social media.

2. Supporting and inhibiting factors in implementing promotional strategies to increase sales

a. Supporting factors

- 1) Marketing Tools, PT. Wahana persada Indonesia uses marketing tools as one of the supporters in implementing the promotion of Al Fazza residence, Marketing tools are used to develop products and services for business purposes with the aim of increasing sales to collect consumer data, such as types of marketing tools such as websites web, social media, and web banners. It is a tool.
- 2) The spirit of marketing (support system), with the support of the team can provide positive energy to be able to influence the marketing team to achieve the target in other words Support system consisting of a work team that provides motivation or learning in network development, and a team that promotes the company and its products to influence the increase in product sales.
- 3) Continuous (not only offering once), In implementing a promotional strategy, one of the supporting factors is continuous, which is highly expected for the marketing team of Al Fazza Residence to be able to offer products well and continuously so that they can easily convince consumers of a product.

b. Obstacle factor

- 1) Covid pandemic, During the covid 19 pandemic, almost all companies had a tremendous impact, as well as for PT. Wahana persada Indonesia which felt the impact, one of which was in terms of implementing promotional strategies where most of the promotions they carried out were through bazaars and socialization where needed more participants as they did before, and now bazaars and socialization are still being carried out but not as effective as usual because of government regulations not to create events or events that make groups of people exceed the predetermined limit.
- 2) Tight competition (cheaper products), Due to cheap product offerings circulating in various places, PT. Wahana Persada Indonesia must really pay attention to its marketing plan to compete with other companies.

CONCLUSION

Based on the results of the research and the description in the previous chapter, it can be concluded that: Promotional strategies to increase sales of PT. Wahana Persada Indonesia in marketing Al Fazza residence. (a) Advertising, using social media (instagram, facebook, whatsapp), brochures, banners, billboards. (b) Sales promotion, by providing DP promos that can be paid in installments and furniture promos, (c) Public relations, is one of the activities carried out by PT. Wahana such as visiting institutions such as schools, campuses and offices. (d) Personal selling, which is carried out by PT Wahana, namely canvassing, distributing brochures,

prospects, door to door and face to face. (e) Direct marketing, by looking for relationships, catalogs and carrying business cards . Supporting factors in implementing the Al Fazza residence promotion strategy are , marketing tools, support system, continuous. The inhibiting factor in implementing the Al Fazza residence promotion strategy is , during the covid pandemic, products that are more offered by other companies (tight competition).

REFERENCES

- Akib, H. (2005). *Knowledge-based organizational creativity behavior: the influence of organizational structure, culture, and climate on employee creativity behavior at Bosowa Group companies* .
- Ames, H., Glenton, C., & Lewin, S. (2019). Purposive sampling in a qualitative evidence synthesis: A worked example from a synthesis on parental perceptions of vaccination communication. *BMC Medical Research Methodology* , 19 (1), 1–9.
- Animun, JSD, Sepang, J., & Uhing, Y. (2017). Analysis of the Implementation of Position Promotions and Transfers Based on Employee Performance at PT. Bank Rakyat Indonesia (Persero), Tbk Manado Branch. *Journal of EMBA: Journal of Economic Research, Management, Business And Accounting* , 5 (3).
- Aranda, J., & Natasya, WAG (2016). Application of K-Means Cluster Analysis Method in Decision Support System for Concentration Selection for International Class Students STMIK AMIKOM Yogyakarta. *Semnasteknomedia Online* , 4 (1), 2–4.
- Astuti, S. (2015). Analysis of the Promotional Mix in Increasing the Number of New Students at FKIP UHAMKA Jakarta. *Journal of Utilities* , 1 (1), 78–91.
- Barratt, MJ, Ferris, JA, & Lenton, S. (2015). Hidden populations, online purposive sampling, and external validity: Taking off the blindfold. *Field Methods* , 27 (1), 3–21.
- Campbell, S., Greenwood, M., Prior, S., Shearer, T., Walkem, K., Young, S., Bywaters, D., & Walker, K. (2020). Purposive sampling: complex or simple? Research case examples. *Journal of Research in Nursing* , 25 (8), 652–661.
- Chandra, C. (2018). *The Effect of Internet Financial Reporting (IFR) and Website Information Disclosure on the Frequency of Stock Trading in Property and Real Estate Companies listed on the Indonesia Stock Exchange for the 2015-2017 period* . Eka Prasetya College of Economics.
- Evelina, N., Waloejo, HD, & Listyorini, S. (2013). The Influence of Brand Image, Product Quality, Price, and Promotion on the Decision to Purchase a Telkomflexi Prime Card (a case study on TelkomFlexi consumers in Kota Kudus District, Kudus Regency). *Journal of Business Administration Science* , 1 (1), 203–213.
- Irwansah, AF (2019). *The Effect of Sales Growth, Profitability, Company Size, And Growth Opportunity on the Value of Property and Real Estate Companies Listed on the Indonesia Stock Exchange* . STIE Perbanas Surabaya.
- Khasanah, I., & Pamujo, NY (2011). Analysis of the Effect of Product Attributes, Promotional Mix, and Service Quality on Merchandise Product Purchase Decisions. *Scientific Journal of*

Assets , 13 (2), 155–163.

- Lestiani, ME (2018). The dominant factors of promotion that influence consumer motivation in buying a product using the AHP method. *Journal of the Electrical and Aviation Industry* , 1 (1).
- Listyawati, IH (2016). The Important Role of Promotion and Product Design in Building Consumer Buying Interest. *Journal of Business, Management, And Accounting* , 3 (1).
- Manaf, AA, & Rachmawati, R. (2016). Analysis of the Effect of Apartment Existence on Land Prices in Makassar, Maros, Sungguminasa and Takalar (Mamminasata) urban areas. *Indonesian Earth Journal* , 5 (1).
- Maulidi, DMN (2020). *The effect of net inventory and investment properties on total assets of companies listed on the Indonesian Sharia Stock Index (ISSI): Case study at PT. Garuda Indonesia Tbk. 2010-2019 period* . UIN Sunan Gunung Djati Banung.
- Nurlaela, N. (2015). *“Investment determinants in the housing sector in Makassar City for the period 2002-2013* . State Islamic University Alauddin Makassar.
- Nurzanah, I., & Sosianika, A. (2019). Sales Promotion and Purchase Interest: Application of Modified Technology Acceptance Model at Shopee Indonesia's E-Marketplace. *Proceedings of the Industrial Research Workshop and National Seminar* , 10 (1), 706–714.
- Putra, PBAA (2020). Implementation of Augmented Reality in Home Sales Promotion Media. *Journal of Information Technology: Journal of Science and Applications in Informatics Engineering* , 14 (2), 142–149.
- Putra, PP (2016). Evaluation of the promotion mix at the Invynia Company. *Journal of Management And Business Start-Ups* , 1 , 5.
- Rahmat, M., Akib, H., Rizal, M., Sakawati, H., & Aslinda, A. (2021). Relationship of Organizational Culture with Company Innovation Correlation of Organizational Culture with Company Innovation. *JENIUS (Scientific Journal of Human Resource Management)* , 4 (2), 145–152.
- RAP, M., & Iriani, SS (2014). Analysis of the Effect of Product Quality, Price, and Promotion on Consumer Purchase Interest of Batik Sendang Duwur Lamongan Products. *Diponegoro Journal of Management* .
- Yanuar, MM, Qomariyah, N., & Santosa, B. (2017). The impact of product quality, price, promotion and service quality on customer satisfaction at Optik Marlin Jember branch. *Indonesian Journal of Management and Business* , 3 (1).
- Yumarlin, MZ (2016). Decision Support System Concentration and Specialization of Informatics Engineering Study Program, University of Janabadra Yogyakarta. *Creative Information Technology Journal* , 3 (4), 307–318.