



## Implementation of the Influence of Marketing Mix Strategy (4P) on Increasing Sales of Bumi Petung Residence Houses in Penajam Paser Utara Regency

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### ABSTRACT

This study aims to analyze the influence of product, price, location, promotion, and variables from the marketing mix strategy that most dominantly affect the sales of Bumi Petung Residence houses in Penajam Paser Utara Regency. The research was conducted in Penajam Paser Utara Regency, East Kalimantan, Indonesia, focusing on the Bumi Petung Residence housing project. Both qualitative and quantitative data were utilized, including interviews, observations, and secondary data sources. The research population consisted of 172 consumers who had purchased houses in Bumi Petung Residence until 2023, with a sample of 155 respondents. Regression analysis was employed to determine the significance of marketing variables' influence. Based on the research findings, it is concluded that product and price are not significant factors affecting house sales in Bumi Petung Residence. However, location significantly influences sales, indicating the attractiveness of the property's location. Promotion also has a significant impact on increasing buyer interest and market reach. Therefore, a more focused marketing strategy, especially on promotion and location, is crucial for overall property sales improvement.

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### INTRODUCTION

North Penajam Paser Regency, as one of the regions in Indonesia, has experienced rapid economic growth and infrastructure development in recent years. Along with this, the demand for comfortable and affordable housing has increased significantly. Bumi Petung Residence, as one of the housing projects in this region, seeks to meet the need for quality housing for local communities and potential buyers from outside the area (Arifin & Hidayat, 2019).

In 2022, sales of subsidized houses at Bumi Petung Residence in North Penajam Paser Regency (PPU) have shown a significant positive impact. Based on a report from [helloworld.com](http://helloworld.com), the desired sales target was successfully met, indicating that the marketing strategy implemented by Bumi Petung Residence at that time was able to attract the interest of potential buyers.

Bumi Petung Residence Marketing Office, Ahmad Huzain, stated that in 2022 he recorded sales achievements that were in line with expectations. Thus, this confirms that the subsidized housing business opportunity in this area still has strong attraction. The subsidized housing market share in PPU Regency is still adequate, showing significant potential in meeting people's housing needs.

Bumi Petung Residence Phase 1 housing sales show a total of 118 units sold during the 2021 to 2023 period. In 2021, 20 units were sold (16.95%), followed by a significant increase in 2022 with 50 units sold

(42.37%), and a slight decrease in 2023 with 48 units sold (40.68%). For Bumi Petung Residence Phase 2 Housing, sales of which will start in January 2024, 26 units of the 63 available units have been sold, or around 41.27%. This sales target is to be sold out in October 2024. The strong sales trend in the early stages of 2024 shows stable demand and allows this annual target to be achieved, in accordance with the targets set by the developer. This phenomenon shows that the marketing strategy implemented at that time was able to produce the desired results. However, in the face of increasingly fierce competition in the property industry, it is important to understand how the overall marketing mix strategy plays a role in achieving home sales success.

Even though the sales target has been achieved successfully, there is still a need to better understand how the marketing mix strategy specifically influences sales of Bumi Petung Residence houses in North Penajam Paser Regency. Previous research may have seen the impact of marketing strategies on property sales in general, but still lack a deep understanding of how the elements of the marketing mix, such as product, price, distribution, and promotion, contribute to the success of home sales in this location.

Research on the influence of marketing mix strategies on sales of Bumi Petung Residence houses in North Penajam Paser Regency has high urgency. With a deeper understanding of how marketing factors play a role in achieving sales success, property developers can optimize their strategies to achieve the desired sales targets. In addition, this research can also provide valuable insights for the property industry in general, as well as contribute to academic literature in the field of property marketing at the regional level.

In this research, the phenomenon observed is how the marketing mix strategy implemented by Bumi Petung Residence influences the level of house sales. In a competitive environment like now, the effectiveness of marketing strategies is crucial in attracting the interest of potential buyers and converting that interest into real sales (Setiawan & Santoso, 2020). However, within the geographic and demographic scope of North Penajam Paser Regency, as well as in the context of property industry competition, there is still much that needs to be understood about how marketing factors contribute to home sales.

## METHODOLOGY

Research in North Penajam Paser Regency, East Kalimantan, Indonesia, focuses on the Bumi Petung Residence housing project. Both qualitative and quantitative data were used, including interviews, observations, and secondary data sources. The research population is 172 consumers who have purchased a house at Bumi Petung Residence until 2023. However, the sample for this research is 155 respondents. The analysis uses multiple linear regression to determine the significance of the influence of marketing variables.

## RESULTS AND DISCUSSION

### **The effect of the product on increasing sales of Bumi Petung Residence houses in North Penajam Paser Regency**

Based on the analysis of the research findings, it was concluded that the product had no significant effect on increasing sales of Bumi Petung Residence houses in North Penajam Paser Regency. Even though the features are different from other housing, the research results state that the product has no effect on increasing house sales at Bumi Petung Residence in North Penajam Paser Regency.

Based on the findings of data analysis, it can be seen that the majority of respondents gave praise and positive feedback to Bumi Petung Residence. Factors such as building quality, strategic location, good service, and the added value offered are highly appreciated by residents. However, in the analysis, there was no significant indication that the product directly influenced the home purchasing decision. Although housing features, attractive design, and discounts offered are considered important, other factors such as location, promotions, and accessibility appear to have a greater influence in influencing purchasing decisions.

Thus, this explanation strengthens the justification for the research results that the product does not have a significant effect on increasing sales of Bumi Petung Residence houses in North Penajam Paser Regency, and that focus must be given to other aspects such as location, promotion and accessibility to increase property sales.

Apart from that, even though the product has no direct effect on increasing sales, the success of subsidized house sales, at Bumi Petung Residence housing in North Penajam Paser Regency (PPU), sales of Bumi Petung Residence houses in 2022 reached 54 units and in 2023 reached 118 units housing sold, in accordance with the targets set by the developer, which shows a positive impact, so it can be concluded that other factors such as subsidy programs or government policies in supporting subsidized housing, as well as effective marketing strategies, have played a role in achieving the desired sales targets. This also proves that even though the product is not the main factor in increasing sales, there are still attractive business opportunities in the subsidized housing segment. Bumi Petung Residence's success in achieving sales targets provides an indication that the subsidized housing market still has attractiveness and potential that can be explored further.

This finding is in line with the research results of Aji (2015) which proves the results of his research that product development does not have a positive and significant effect on sales volume, but is different from the research findings of Mas'ari, et al (2019), Purbohastuti (2021), Hasim et al. . (2023), Hermansyah (2022), Rohmah & Asteria (2023), Mutmainnah (2022), Irwan & Gemini, (2021), Tau'labi' et al. (2020) and research by Alfiah, & Syahrinullah (2023), Marketing mix strategies, including price, place and promotion, have a significant influence on increasing sales.

In general, it can be concluded that the product has no significant effect on increasing house sales at Bumi Petung Residence in North Penajam Paser Regency. Even though these aspects of housing features are unique, the research results confirm that the product does not directly influence home purchasing decisions. The majority of respondents praised the quality of the building, strategic location, good service, and added value offered by Bumi Petung Residence, but other factors such as location, promotion, and accessibility seemed to have a greater impact on purchasing decisions. However, the success of subsidized housing sales shows that effective marketing strategies and support from subsidy programs or government policies play an important role in achieving the desired sales targets. These findings support the results of previous research and emphasize the importance of marketing mix strategies, including product, price, place, and promotion, in increasing property sales.

### **The Effect of Price on Increasing Sales of Bumi Petung Residence Houses in North Penajam Paser Regency**

Based on the analysis of the research findings, it was concluded that price did not have a significant effect on increasing sales. This indicates that price is not the respondent's main consideration which influences purchasing decisions, so the research finding is that price does not significantly influence the increase in house sales at Bumi Petung Residence in North Penajam Paser Regency because in the analysis of research findings, there are other factors in the mix. According to respondents' perceptions, marketing plays a more important role in influencing purchasing decisions. One is that consumers in this market pay more attention to other aspects, especially respondents' perceptions of strategic locations rather than price, the price set by Bumi Petung Residence is considered reasonable by the market or is even one of the factors that is less considered by consumers in the midst of competition. with other factors being more dominant.

Apart from that, the existence of subsidy programs or government policies that support subsidized housing can also make price a less significant factor in making purchasing decisions. The existence of subsidies and prices that have been set standardly by the government make the price difference between properties insignificant. As a result, more buyers tend to pay attention to other factors such as access, strategic location and the facilities offered when choosing a house, rather than just considering price. This suggests that in terms of the availability of properties subsidized by the government, the price factor may have a less significant impact on purchasing decisions.

### **Decree of the Minister of Public Works and Public Housing Number 22/KPTS/M/2023 which regulates the income levels of low-income people**

For the regions of Java, Sumatra, Kalimantan, Sulawesi, Bangka Belitung Islands, Riau Islands, Maluku, North Maluku, Bali, East Nusa Tenggara and West Nusa Tenggara, the income of low-income people is determined as follows: For the general category, the maximum monthly income the lot is IDR 7,000,000. For unmarried individuals, the maximum monthly income is IDR 8,000,000. For married individuals, the maximum monthly income is Rp 8,000,000. Meanwhile, for one Tapera participant, the maximum monthly income is IDR 7,500,000.

The floor area limits for public houses and independent houses are closely related to research results which show that price does not have a significant effect on increasing sales. This research indicates that price is not main consideration in respondents' purchasing decisions. This decision sets income criteria for low-income people (MBR) and limits on the floor area of houses which can affect the attractiveness and comfort of buyers.

This finding is in line with the research results of Purbohastuti (2021) which proves the results of his research that price does not have a positive and significant effect on sales volume, but is different from the research findings of Mas'ari, et al (2019), Aji (2015), Hasim et al (2023). ), Hermansyah (2022), Rohmah & Asteria, (2023), Mutmainnah (2022), Irwan & Gemini, (2021), and research by Alfiah & Syahrinullah, (2023), Marketing mix strategy, including product, price, place and promotions, have a significant influence on increasing sales.

The findings of this research conclude that price is not the main factor, so the location of the floor area, efficient house design, and the quality of the building and supporting facilities are more dominant in influencing purchasing decisions. With this understanding, the government and housing developers can design more effective strategies, focus on housing quality and facilities, choose strategic development locations, provide flexible financing schemes, and promote the added value of the properties offered.

Therefore, the implementation of this Ministerial Decree can be done more effectively by considering non-price factors that play an important role in home purchasing decisions for low-income people.

In general, it can be concluded that the existence of subsidy programs or government policies that support subsidized housing makes price a less significant factor in purchasing decisions. The price of subsidized houses has been set at the same price for all prospective buyers, so that the price factor is not a significant differentiator between one house and another. Even though price does not have a significant effect on increasing house sales at Bumi Petung Residence in North Penajam Paser Regency, the success of subsidized house sales with an effective marketing strategy plays an important role in achieving the desired sales target. Bumi Petung Residence's success in achieving sales targets provides an indication that the subsidized housing market still has attractiveness and potential that can be explored further. Even though price is not the main factor in increasing sales, this shows that there are still attractive business opportunities in the subsidized housing segment.

### **The influence of place on increasing sales of Bumi Petung Residence houses in North Penajam Paser Regency**

Based on the analysis of the research findings, it was concluded that the place variable had a significant effect on increasing sales. This proves that these indications confirm that the strategic location of Bumi Petung Residence in North Penajam Paser Regency has a strong impact on purchasing decisions. A strategic location can include accessibility to public facilities, as well as accessibility factors such as good road access which are also appreciated by respondents as well as environmental safety, access to transportation, and potential for development and investment in the surrounding area. Thus, the presence of Bumi Petung Residence in a location that meets these criteria is a special attraction for potential buyers, which in turn increases overall sales. This shows that place or location factors are one of the key aspects that must be considered in property development and marketing.

Bumi Petung Residence Phase 1 housing sales show a total of 118 units sold during the 2021 to 2023 period. In 2021, 20 units were sold (16.95%), followed by a significant increase in 2022 with 50 units sold (42.37%), and a slight decrease in 2023 with 48 units sold (40.68%). For Bumi Petung Residence Phase 2 Housing, sales of which will start in January 2024, 26 units out of 63 have been sold. available units, or around 41.27%. This sale has a target to be sold out in October 2024. The strong sales trend in the early stages of 2024 shows stable demand and allows this annual target to be achieved.

This success reflects several strategic advantages of Bumi Petung Residence Housing. First, the increase in sales from 2021 to 2022 shows strong attraction and customer satisfaction with the location and quality of housing. Second, effective marketing strategies and providing clear information have helped increase consumer interest and trust. Third, the ability to sell almost half of Phase 2 units in the first few months of 2024 shows that this project is successful in responding to market needs and offering products that meet public demand. This advantage confirms the position of Bumi Petung Residence Housing as the main choice for people looking for affordable and quality housing.

This finding is in line with the research results of Purbohastuti (2021), Mas'ari, et al (2019), Aji, N. F. (2015), Hasim et al. (2023), Hermansyah (2022), Rohmah & Asteria (2023), Mutmainnah (2022), Irwan & Gemini, (2021), Tau'labi', et al. (2020) and research by Alfiah & Syahrinullah, (2023), Marketing mix strategies on place variables have a significant influence on increasing sales. With Thus, these findings emphasize the importance of paying attention to the location or location of the property in marketing strategies to increase overall sales.

Apart from that, explanations about the importance of place or location factors in making purchasing decisions can also be strengthened by referring to marketing theories and consumer behavior. According to marketing theory, location is one of the four elements of the marketing mix. The success of property marketing often depends on how the property is positioned in the market and how its unique values are conveyed to potential buyers. Additionally, from a consumer behavior perspective, research has shown that environmental factors such as location can have a significant impact on purchasing decisions. This may include preferences for the accessibility, safety, and comfort of the surrounding environment. By referring to these theories, conclusions regarding the influence of place or location in increasing property sales can be strengthened, providing a strong basis for making strategic decisions in property development and marketing.

In general, the findings of this research provide a clear picture of the factors that influence property sales, especially Bumi Petung Residence in North Penajam Paser Regency. This conclusion confirms the importance of location or location. in making property purchase decisions. Thus, property developers and marketers can use this information to improve their marketing strategies, focusing on the superior location of the property offered. Location as an element of the marketing mix has a crucial role in positioning a property on the market and influencing purchasing decisions. By paying attention to this, property

developers and marketers can improve their marketing strategies by emphasizing the superior location of the properties offered.

This conclusion provides a broader view of property market conditions, highlighting that factors other than price can also be key determinants in purchasing decisions. Therefore, this information can be a strong basis for making strategic decisions in property development and marketing.

### **Effect of Promotion on Increasing Sales of Bumi Petung Residence Houses in North Penajam Paser Regency**

Based on the analysis of the research findings, it can be concluded that the promotion variable has a significant influence on increasing sales. This indicates that effective promotional efforts have a positive impact in increasing the sales volume of a product or service. From the research results, it appears that a good promotional strategy can increase consumer interest and encourage purchasing decisions. Thus, it is important to develop the right promotional strategy to maximize sales potential and expand market share.

Effective promotions carried out by the Bumi Petung Residence housing management in North Penajam Paser Regency have a strong impact on consumer purchasing decisions and based on data analysis and discussions that have been presented, it can be concluded that promotions play an important role in increasing house sales at Bumi Petung Residence. Data shows that effective promotion, whether through recommendations from satisfied residents or word of mouth, has a positive impact in attracting the interest of potential buyers. Additionally, successful promotions can also create additional trust and expand market reach. In this case, promotion is one of the main factors influencing purchasing decisions, especially when combined with strategic location, accessibility and an attractive building appearance. Therefore, an effective and targeted promotional strategy according to respondents' perceptions is the key to increasing house sales at Bumi Petung Residence.

In line with respondents' responses, Bumi Petung Residence received a lot of praise and positive feedback from its residents: 1) Promotion is carried out through word of mouth from people who live in the area, the effectiveness of promotion can be very high. Recommendations and testimonials from people who have lived at Bumi Petung Residence can provide additional confidence to potential buyers and encourage them to buy. 2) The majority of respondents stated that the quality of the buildings at Bumi Petung Residence was very good and satisfactory. They also emphasize strategic location and affordable prices as determining factors in choosing a place to live. 3) Many respondents expressed their satisfaction with the services provided by Bumi Petung Residence and then promoted them to their colleagues. This includes sales services, general services, and the possibility of facilities that support community activities. 4) Accessibility factors such as good road access are also appreciated by residents. 5) A note emphasizes the importance of the sales team in the decision-making process to buy a house at Bumi Petung Residence. A good strategy is executed by the sales team Quality ones can provide maximum results in sales. 6) Several respondents emphasized that Bumi Petung Residence has uniqueness and added value compared to other developers. This could include different home designs or attractive promotions and discounts. 7) The majority of respondents stated that they were very satisfied with Bumi Petung Residence and even recommended it to others.

This finding is in line with the research results of Purbohastuti, A. W. (2021) who proved the results of his research that promotions do not have a positive and significant effect on sales volume, but are different from the research findings of Mas'ari, A., Hamdy, M. I., & Safira, M. D. (2019), Aji, N. F. (2015), Hasim, M., Arisanti, K., & Azizah, L. (2023), Hermansyah, M. (2022), Rohmah, A. F., & Asteria, B. (2023), Mutmainnah. (2022), Irwan, A., & Gemini, P. (2021), Tau'labi', R., Bunyamin, & Hamdyani, S. (2020) and research by Alfiah, E. N., & Syahrinullah. (2023), Marketing mix strategies, including product, price, place and promotion, have a significant influence on increasing sales. Thus, these findings emphasize the importance of paying attention to the location or location of the property in marketing strategies to increase overall sales.

Based on the findings of this research, it can be concluded that Bumi Petung Residence has a good reputation among its residents, with a focus on building quality, strategic location, good service and the added value offered. However, there are also areas that need improvement, such as water drainage management in the Bumi Petung Residence housing complex and increasing promotions and discounts to face competition with similar competitors. With effective promotional efforts, including recommendations from satisfied residents and word of mouth, you can increase the interest of potential buyers and create additional confidence in expanding your market reach. These findings provide a strong basis for the development of more focused and effective marketing strategies in the future, prioritizing promotion as one of the key elements in increasing property sales.

### **Product, price, location and promotion simultaneously influence sales of Bumi Petung Residence houses in North Penajam Paser Regency**

Based on the analysis of the research findings, it can be concluded that product, price, location and promotion variables simultaneously influence house sales at Bumi Petung Residence in North Penajam Paser Regency. Good quality and features of the house, such as a sturdy building, modern design, and high comfort, attract buyers' interest. Prices that are competitive and in line with the purchasing power of local communities increase affordability and provide the best value for consumers. A strategic location with easy access to public facilities, environmental security and comfort of the surrounding area also determines the attractiveness of the housing. In addition, effective promotional efforts through advertising on social media, and brochures, increase buyer awareness and interest, while the developer's good reputation and positive image of the housing project increase buyer confidence. The combination of all these factors together influences the level of home sales, indicating that sales success is highly dependent on the synergy between product quality, reasonable prices, strategic location, and effective promotion.

The research results also show that the most dominant variable influencing house sales at Bumi Petung Residence in North Penajam Paser Regency is the location variable. This can be seen from the fact that property location has a significant impact on increasing sales.

The emphasis on the superiority of the property's location shows that the Bumi Petung Residence location has its own appeal for potential buyers, which in turn increases overall sales. Factors that influence the dominance of location variables include accessibility to public facilities, environmental safety, access to transportation, and potential for development and investment in the surrounding area.

In addition, property location is often a major consideration for prospective buyers because it can influence the quality of life, comfort and future investment value of the property. In the context of Bumi Petung Residence, the superior location of the property is a determining factor in purchasing decisions, outperforming other factors such as product, price and promotion. Thus, these results provide important insight for property developers and marketers to pay more attention to marketing strategies that focus on the advantages of property location in an effort to increase sales.

Bumi Petung Residence Phase 1 housing sales show a total of 118 units sold during the 2021 to 2023 period. In 2021, 20 units were sold (16.95%), followed by a significant increase in 2022 with 50 units sold (42.37%), and a slight decrease in 2023 with 48 units sold (40.68%). For Bumi Petung Residence Phase 2 Housing, sales of which will start in January 2024, 26 units of the 63 available units have been sold, or around 41.27%. This sale has a target to be sold out in October 2024. The strong sales trend in the early stages of 2024 shows stable demand and allows this annual target to be achieved.

This success reflects several strategic advantages of Bumi Petung Residence Housing, including strong attractiveness and customer satisfaction with the quality and location of housing, as well as effective marketing strategies and providing clear information. With a selling price in accordance with the limits set by Minister of Finance Regulation Number 60 of 2023, this housing benefits from the Value Added Tax (VAT) exemption policy for public houses and workers' houses, which provides additional incentives for buyers. This advantage confirms the position of Bumi Petung Residence Housing as the main choice for people looking for affordable and quality housing, as well as demonstrating the developer's ability to utilize government policies to encourage sales and project success.

## CONCLUSION

The product does not have a significant effect on increasing house sales at Bumi Petung Residence. While unique features were not overlooked by respondents, other factors such as location, promotions and accessibility appeared to influence purchasing decisions more. However, the success of subsidized housing sales shows the attractive business potential in this segment, underscoring the importance of a more focused marketing strategy in the future.

Price does not have a significant effect on increasing sales. Standard pricing policies for subsidized housing and consumers' focus on other factors such as location and accessibility explain this. Nevertheless, sales success emphasizes the importance of effective marketing strategies in achieving the desired sales targets.

Place or location variables have a significant effect on increasing sales. Strategic location of Bumi Petung Residence becomes a major attraction for potential buyers, which increases overall sales. Focusing on the advantages of property location in marketing strategies is the key to success in increasing sales.

Promotions have a significant impact on increasing house sales at Bumi Petung Residence. Effective promotional efforts, including recommendations from residents and word of mouth, can increase the interest of potential buyers and expand market reach. This conclusion underlies the development of a more focused marketing strategy, with promotion as a key element in increasing property sales.

Product, price, location and promotion variables simultaneously influence house sales at Bumi Petung Residence in North Penajam Paser Regency. Good home quality and features, competitive prices, strategic locations, and effective promotional efforts together influence sales levels. Sales success really depends on the synergy between product quality, reasonable prices, strategic location, and effective promotion.

## RECOMMENDATION

Even though product variables do not have a significant effect in increasing sales, further research can be focused on developing more interesting and innovative product aspects. This may include improving the design of the home, adding features desired by consumers, or developing a unique housing concept.

Although price was not proven to have a significant effect on sales in this research, further research can carry out a more in-depth analysis of price factors. This could include exploring consumer price preferences, evaluating more flexible pricing policies, or further understanding the perceived value of property prices.

The management of the Bumi Petung Residence housing complex needs to make improvements to the water drainage management in the Bumi Petung Residence housing complex to improve environmental comfort and safety for its residents.

It is hoped that we will always provide better service to residents, including better sales services, adequate public facilities and efficient management.

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