

Analisis strategi pemasaran dalam upaya meningkatkan tingkat hunian unit apartemen (pada Istana Sahid Apartemen) = An analysis on marketing strategy in efforts to increase unit occupancy rate (of Apartemen Istana Sahid Jakarta)

Bayu Nugrahanto, author

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Abstrak

<i>The economic growth and political development which have begun to improve since mid 2001 bring about good effects on property sector. The good effects are indicated by the continuously increasing growth of apartments, so that the supply of the apartments became greater than the demand for them. One of the causes of such situation is the government policy in the banking sector, which encourages the growth of the property sector.

The rapid development of apartments in Jakarta and other big cities in Indonesia does not match the expected occupancy rate. This condition causes the competition for seeking customers to become very fierce among the apartments.

Apartemen Istana Sahid can not be escape from the condition of the fierce competition. The occupancy rate was decreased to the lowest point at the beginning of 2004. The condition of the fierce competition among the premium class apartments causes ?price? by giving customers a large amount of discount.

Taking the fact of the decrease in the occupancy rate as a point of analysis, a number of questions arises which is used for the research on marketing strategy which is adopted by apartemen Istana Sahid. This analysis tried to answered the question whether the marketing strategy corresponds with the desired results, and how a competitive marketing strategy should be formulated.

The data collecting through documentation and interview. The documentation was used to obtain secondary data, whereas the interview was used to obtain primary data. The interview were held with selected respondents, namely the decision makers in the management circles of Apartemen Istana Sahid, and the employees in the marketing function of Apartemen Istana Sahid. The collected data were further analyzed descriptively. The subject matter in which this research focused was the marketing strategy of Apartemen Istana Sahid over a period of time from 2001 to 2004.</i>