

Pengaruh Pemasaran Digital dan Perilaku Gen Z terhadap Minat Beli Hunian = The Effect of Digital Marketing and Gen Z Behavior on Residential Purchase Intention

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Abstrak

Sektor properti merupakan industri yang dinamis dan kompetitif dalam perekonomian global. Gen Z yang lahir antara 1997 hingga 2012, kerap terabaikan dibandingkan generasi milenial, meskipun berpotensi besar sebagai pasar properti. Penelitian ini bertujuan untuk menganalisis pengaruh pemasaran digital terhadap perilaku konsumen Gen Z dalam minat beli properti melalui studi kasus Ambar Property. Menggunakan metode campuran (mix method), dengan pendekatan kuantitatif melalui kuesioner dan kualitatif melalui wawancara dengan ahli pemasaran dari Ambar Property. Analisis kuantitatif dilakukan menggunakan metode Partial Least Squares–Structural Equation Modeling (PLS-SEM). Hasil hipotesis menunjukkan bahwa pemasaran digital tidak berpengaruh signifikan terhadap minat beli Gen Z pada properti. Namun, pemasaran digital berpengaruh signifikan untuk perilaku konsumen Gen Z untuk produk properti serta perilaku konsumen berpengaruh signifikan terhadap minat beli properti Gen Z. Pemasaran digital properti perlu menghadirkan konten autentik, interaktif, dan dipersonalisasi menyesuaikan kelengkapan informasi, dan menghadirkan Call to Action (CTA) dengan fokus pada pengalaman yang mulus melalui perangkat seluler. Nilai kuantitatif menunjukkan discriminant validity dan nilai Average Variance Extracted (AVE) variabel minat beli belum memenuhi syarat, maka indikator suatu variabel masih sangat berkorelasi dengan variabel lain, sehingga kemungkinan ada tumpang tindih konsep antar variabel.

.....The property sector is a dynamic and competitive industry in the global economy. Gen Z, born between 1997 and 2012, is often overlooked compared to the millennial generation, despite its huge potential as a property market. This study aims to analyze the influence of digital marketing on Gen Z consumer behavior in property purchase interest through a case study of Ambar Property. Using a mixed method, with a quantitative approach through questionnaires and qualitative through interviews with marketing experts from Ambar Property. Quantitative analysis was conducted using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method. The hypothesis results show that digital marketing has no significant effect on Gen Z's purchase intention on property. However, digital marketing has a significant effect on Gen Z consumer behavior for property products and consumer behavior has a significant effect on Gen Z property purchase intention. Property digital marketing needs to present authentic, interactive, and personalized content according to the completeness of information, and present Call to Action (CTA) with a focus on a seamless experience through mobile devices. The quantitative value shows discriminant validity, and the Average Variance Extracted (AVE) value of the purchase interest variable has not met the requirements, so the indicators of a variable are still highly correlated with other variables, so there may be overlapping concepts between variables.