

PENGARUH BAURAN PEMASARAN TERHADAP MOTIVASI PEMBELIAN
PRODUK APARTEMEN MENENGAH PT. AGUNG PODOMORO LAND, Tbk
(Objek Studi : Madison Park & Green Bay Pluit)

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This research discusses about the role of the marketing mix strategy in marketing a product especially a property in times of global economic crisis in Europe, The United States, and the issue of the property bubble that has hit the United States and China in 2013, and forecasted will occur in Indonesia. In addition, with the global economic downturn that began to impact on the Indonesia economic system, especially at that time.

This research was carried out on the middle class apartment of PT. Agung Podomoro Land, Tbk, which was marketed in range 2012 to 2013, and sold nearly 100 percent of the time. The middle class apartment, as object of study, namely apartment of Madison Park and apartment of Green Bay Pluit. With regard to the study object of this study is to know the role of the marketing mix (product quality, price, location, promotion, and sales force) is applied to the purchase motivation of the consumers from both of the apartment at the time. The data in this study were collected by questionnaire to consumers who have purchased the apartment, as well as interviews with the marketing manager or related of the apartments.

From the results of this research using questionnaire showed that the role of the marketing mix (product quality, price, location, promotion, and marketing personnel) to the middle class apartment consumer purchase motivation is a significant and the location is an element of the marketing mix of the most significant influence, so developers should pay attention to the selection of a strategic location for the development of sustainable products.

Keywords: The Global Economic Crisis, Bubble, Medium Apartments, Product Quality, price Location, Promotion, And Marketing Personnel, Purchase Motivation