

## MARKETING STRATEGIES IN INCREASING SALES VOLUME OF HOUSING PRODUCTS

(STUDY AT PT PILAR KSATRIA TIDAR NUSANTARA KOTA SUKABUMI)

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### Abstract

*This study aims to determine and explain marketing strategies for increasing the sales volume of housing products of PT Pilar Ksatria Tidar Nusantara Kota Sukabumi related to strategy planning, strategy implementation, and inhibiting factors in implementing marketing strategies. The phenomenon that occurs is a decrease in sales volume caused by the lack of appropriate marketing strategies applied. The data collection techniques are carried out through observation, interviews, documentation, and FGD. The research location is focused on PT Pilar Ksatria Tidar Nusantara Kota Sukabumi. The informants in this study were the President Director, Marketing Director, Managing Director, Finance Director, Logistics Manager, Managing Manager, and supervisory manager of PT Pilar Ksatria Tidar Nusantara Kota Sukabumi as many as 7 people. Data analysis is carried out by selecting answers obtained from informants and then collecting them for analysis and conclusions. The data analysis used is data triangulation. The results showed, that: (1) in making marketing strategy planning has involved expert consultants, but not done with a SWOT analysis approach; (2) in the implementation of marketing strategies have used the 4P approach (Product, Price, Place, and Promotion). By utilizing the advantages of products and prices that are relatively more affordable for the lower middle class. In promotional activities, there are still obstacles in facing competitors who are bolder in promotions and giving discounts. The sales volume in 2021 was 79 housing units, while in 2022 house sales were only 12 housing units or 17.5% of 2021. The contribution of this research is to expand the literature related to marketing management, especially marketing strategies to increase sales.*

**Keywords:** Marketing Strategy, Sales Volume, Housing Products

### INTRODUCTION

The house is the main element for the welfare of the people because it is included in the primary needs used as shelter, rest, and shelter in addition to clothing and food. Civil society is characterized by equal distribution of justice and welfare, so ownership of a decent house or residence becomes an obligation. The growth of the housing sector in Indonesia is currently very rapid marked by the increasing demand for housing that suits the level of need. The increasing population in an area from year to year, caused by births, and the large number of immigrants make the area more dense, increasing housing needs. The increasingly narrow availability of land results in increasing land and house prices, so that people with low incomes and UMR cannot afford to buy houses in cash (Kendall & Arellano, 2019). The inability to buy in cash makes people use mortgage services to get a house (Yang et al., 2021). Although there are a small number of people who prefer to make wild buildings as a place to live.

The need for housing for residents encourages housing developers (*property*) to provide alternative housing solutions that are more feasible and affordable. Various efforts are made by housing *developer* entrepreneurs to attract the attention of consumers and increase sales of their products (Marcos Cuevas, 2018). Starting from models, types, and prices as promotional materials (Azzadina et al., 2012). As is known that every company needs a marketing strategy to increase sales (Maricic & Dordevic, 2014). Marketing activities commonly known as marketing have long been developed, initially, distribution and sales activities have now developed into an effort to bring together producers with consumers (Samanta, 2022). This activity is a strategic step to introduce products to consumers through various forms of promotion (Heryati & Herdiansyah, 2020). Good product marketing activities will be a special attraction for consumers, where they will place the product as the main choice to dominate the market (Jamil et al., 2022).

Marketing can be used to improve exchange relations between consumers and producers (Walean et al., 2020). The statement indicates the desire of the manufacturer to channel or provide knowledge and information about the company's products (Cheung et al., 2020). Provision of knowledge or information about the product (Arnett et al., 2021). Marketing is one of the main activities that need to be carried out by companies, both goods and services companies to maintain the survival of their business (Haiyan et al., 2021).

In an increasingly competitive and dynamic business era like today, marketing strategies have a very important role in increasing the sales volume of housing products (Guenther & Guenther, 2020). The housing industry is one of the sectors that continues to grow, but it is also strongly influenced by changing market trends, changes in government policies, and intense competition between developers. Therefore, developing an effective marketing strategy is the key to achieving success in the sale of housing products (Li et al., 2022).

Sales volume is one of the standard forms of company performance. The success or failure of a company can be seen from the condition of its overall sales volume (Hoyle et al., 2020). The company's goal is to increase the prosperity of the owner and increase the welfare of employees, namely by increasing the sales volume generated by the company (Alhidayatullah & Antony, 2021). However, marketing efforts of a product do not always go as well as expected. This indicates that the strategy that has been carried out must continue to be updated because competitors will continue to monitor what strategy is set by a company (Yulianthini et al., 2021). Without exception companies engaged in property, especially companies that cooperate with mortgage services.

The right strategy taken by property companies will be able to attract consumers to buy houses, and of course, these consumers will convey to other consumers and vice versa (Lu & Miller, 2019). Strategy is a competitive advantage to change the strength of a company or organization so that it becomes comparable to or exceeds the strength of competitors in the most efficient way (Ammar & Chereau, 2018). One element of an integrated marketing strategy is a reference strategy /marketing is a strategy carried out by the company, which is to determine how the company presents product offerings to certain market segments, in accordance market (Blut et

al., 2018; Londhe, 2014). In other words, marketing strategy is an effort to market a product, be it goods or services using certain planning and tactics so that the number of sales becomes higher. The strategy taken must provide product knowledge to consumers if you want the product to be in demand by consumers (Vlasov et al., 2022).

PT. Pilar Ksatria Tidar Nusantara is a company engaged in construction, namely housing developers (developers), and was established in 2018. Marketing strategy is taken by PT. The pillar of Ksatria Tidar Nusantara does not touch consumers, it can be seen from the lack of promotional media used. So many people don't know about it, and of course, it has an impact on sales volume which has continued to decline since 2022 compared to previous years. One of the less developed housing products in its marketing is KANIGARA GARDEN which is located on Jl. Widyakrama, Sudajaya Hilir Village, Baros District, Sukabumi City. The total planning for the construction of Kanigara Garden is 124 units, consisting of 120 subsidized houses, and 4 shophouses. The sales data for the previous year or 2021 was 62 units the data until October 2022 only reached 31 units sold. This condition indicates that the marketing strategy taken by PT Pilar Ksatria Tidar Nusantara is not right which has an impact on decreasing units sold. Based on the explanation above, this study aims to find out and explain marketing strategies for increasing the sales volume of housing products of PT Pilar Ksatria Tidar Nusantara Sukabumi City related to strategy planning, strategy implementation, and inhibiting factors in implementing marketing strategies.

## **LITERATURE REVIEW**

### **Marketing Strategy**

Strategy refers to a plan or approach designed to achieve a specific goal or outcome. Strategies are commonly used in a variety of contexts, such as business, warfare, sports, and personal life. A strategy is a well-thought-out plan or action to outline how an individual, organization, or entity will achieve its goals or objectives (Pavlak & Pizar, 2020). It involves several choices and decisions about where to allocate resources, time, and effort. The main purpose of strategy is to give direction and focus on what needs to be done, why it needs to be done, and how it will be done (Petrou et al., 2020). Business strategies are used by organizations to achieve long-term goals with their competitive advantage by involving market positioning, product development, leadership, and cost (Hamad et al., 2018).

Marketing is a set of activities carried out by a company or individual to promote, sell, and circulate products or services to customers or its target market (Kotler, 2018). Marketing aims to create awareness, interest, and demand for a particular product or service (Mathew & Soliman, 2021). The purpose of marketing is to achieve various goals, such as increasing sales, building a brand, creating relationships with customers, and increasing market share (Rusmahafi & Wulandari, 2020). Marketing itself involves several important elements, known as the 4Ps (product, price, place, promotion) (Kotler and Keller, 2020). Marketing in the 4.0 era is more

inclined to digital marketing, which utilizes digital technology to introduce or promote products from the Company (Kotler, Hermawan Kartajaya, 2020).

A marketing strategy is a plan prepared by a company or individual to achieve its marketing goals (Hollebeek & Macky, 2019). Marketing goals can vary, such as increasing sales, expanding market share, building a brand, or increasing customer awareness (Johnson et al., 2019). Marketing strategy helps in designing a targeted and effective approach to achieve the Company's goals (Norsita & Hardiyanti, 2014). There are several ways to design marketing strategies, namely conducting market analysis, market segmentation, goal setting, message development and branding, selection of marketing channels, budgeting, strategy implementation, measurement and evaluation, adjustment and optimization, customer retention, strategy innovation, and strategy evolution (Kotler, 2018).

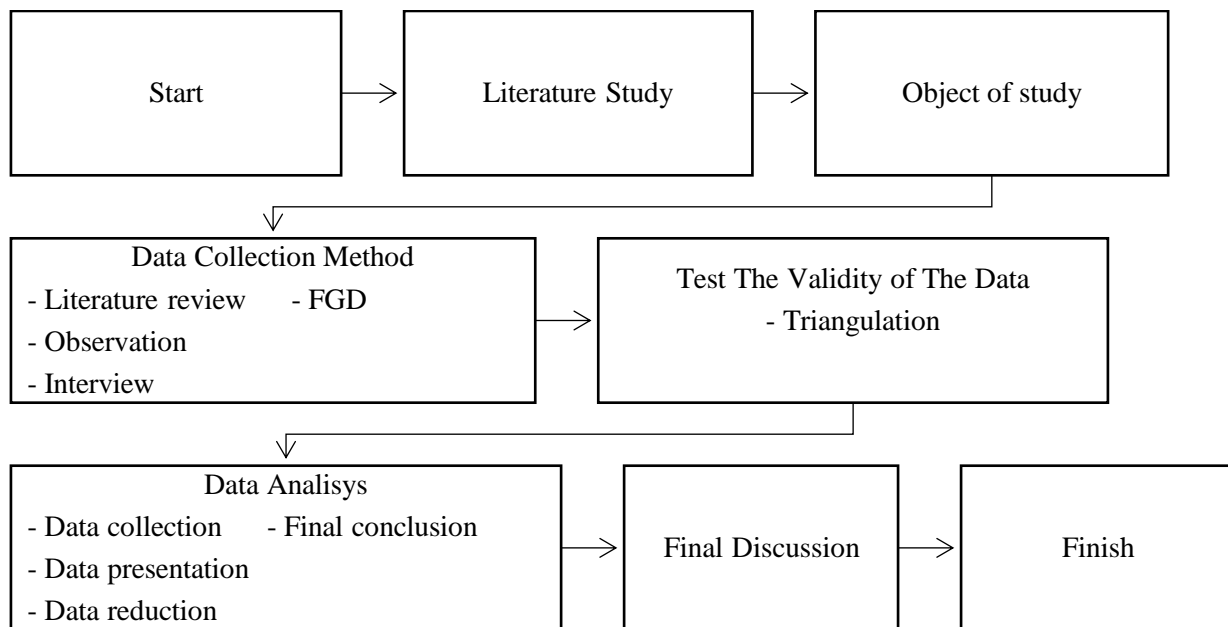
### **Sales Volume**

Sales volume is the number of products or services sold by a company or individual during a certain period (Zang et al., 2020). Sales volume is one of the keys in the world of business and marketing because sales volume has a direct impact on a company's revenue and profitability (Dewsnap et al., 2020). Sales volume is measured in different ways, depending on the type of business and the product or service being sold (Friend et al., 2020). It can be units of products sold, the number of new customers acquired, or the total value of sales in a period. Sales volume can be affected by the price of the product or service (Khudhair et al., 2019). Sometimes a price drop can increase sales volume, while a price increase can decrease sales (Shubita, 2019). Therefore, pricing should be reviewed first as one of the sales strategies. External factors such as market trends, seasonality, economic changes, and competition can also affect sales volume (Brillinger et al., 2020). The company must constantly monitor and respond to these factors to optimize its sales volumes. Several strategies can be used to increase sales volume, namely increasing marketing, market expansion, improving the quality of products and services, customer loyalty, and partnerships and cooperation. To monitor and manage sales volumes, companies should use relevant metrics such as annual growth, comparison with targets, market share, and analysis of sales trends (Vadakkepatt et al., 2021).

### **METHOD**

The objects discussed in this study are marketing strategies and sales volumes. Meanwhile, the objects of research/informants are the President Director, Marketing Director, Managing Director, Finance Director, Logistics Manager, Managing Manager, and supervisory manager of PT Pilar Ksatria Tidar Nusantara Kota Sukabumi. This research uses a qualitative approach so that the research procedure produces descriptive data, which is in the form of speech, behavior, and phenomena found when going directly into the field to observe the Objects and Subjects to be studied (Sugiyono, 2019). Qualitative research intends to understand a particular social situation,

event, role, group, or interaction. It is largely an investigative process where the researcher gradually makes sense of a social phenomenon by contrasting, comparing, replicating, cataloging, and classifying the object of study (Creswell, 2023). The type of research used is descriptive, which is research that aims to decrypt or explain something as it is. This study aims to provide a description or description of a situation. The data collection method in this study used literature studies, observations, interviews, and group discussion forums (FGDs). To test the validity of research data using data triangulation techniques that aim to obtain findings or interpretations accurately and credibly. This study uses qualitative data analysis techniques, namely data analysis is carried out simultaneously with data collection or at the time of observation and interviews. The practical steps taken during data analysis are (1) data collection, if the data found in the field can exceed the author's wishes, the author must write down the data in detail, because the longer the researcher plunges into the field, the more complex the data will be obtained. (2) data presentation, namely collecting information, taking action, and presenting qualitative data in the form of graphs, figures, or tables, (3) data reduction, namely sharpening, classifying, directing, discarding unnecessary information, and organizing data. and taking action. (4) conclusion, re-verifying the data and drawing conclusions on the data, the conclusion is taken when the data is saturated and each addition of new data only means redundant. The samples in the study were the President Director, Marketing Director, Managing Director, Finance Director, Logistics Manager, Managing Manager, and supervisory manager of PT Pilar Ksatria Tidar Nusantara Kota Sukabumi as many as 7 people.



**Figure 1.** Research Flow Chart

## **RESULTS AND DISCUSSION**

### **Research Results**

PT Pilar Ksatria Tidar Nusantara is a company established in 2018 and engaged in the property development and construction sectors. One of the housings used as an object to be analyzed is the "Kanigara Garden" housing located on Jl. Widyakrama No. 09, RT 01, RW 06, Sudajaya Hilir Village, Baros District, Sukabumi City. Subsidy houses with building material specifications that have been upgraded to commercial quality by carrying out the concept of "Soekabumi Heritage Identity", which is a building concept that refers to Dutch colonial buildings, because the construction structure of the building is stronger. This concept was created to support the local government in preserving the cultural heritage of the ancient construction of the extinct building, where the building has high aesthetic value and the history of Sukabumi City. PT Pilar Ksatria Tidar Nusantara always presents an anti-mainstream concept with the results of current market observations. With an infrastructure that supports and sells. Currently KANIGARA GARDEN has advantages in terms of concept and large roads, different from subsidized housing in general. Data obtained from the field through interviews, observations, and documentation related to research objectives. Based on research that has been conducted by the author, namely Marketing Strategy Analysis to Increase Sales Volume in Housing PT. Pillars of Tidar Nusantara Knights. The results of the study are as follows:

### **Marketing Strategy Planning in Increasing Sales Volume of Effective Housing Products at PT. Pillar of Ksatria Tidar Nusantara Sukabumi City.**

Based on the results of an interview with Mr. Fauzi HS as President Director of Housing PT Pilar Ksatria Tidar Nusantara, data was obtained that related to efforts to increase sales volume, the company made a marketing strategy plan. In making a company planning involves an expert or consultant in the field of property marketing. However, in making marketing strategy planning does not begin with making a SWOT analysis first. Planning is made only based on the experience of experts or consultants by studying the situation and condition of housing products of interest, people's purchasing power, banking carrying capacity, and government policies related to housing. Then the results of these observations are discussed by involving all leaders or managers to reach an understanding and agreement.

### **Marketing Strategy Planning in Increasing Sales Volume of Effective Housing Products at PT. Pillar of Ksatria Tidar Nusantara Sukabumi City.**

In marketing strategy planning, PT. Pilar Ksatria Tidar Nusantara has taken good or procedural and correct steps, this is because the marketing strategy planning steps include determining the target market of products to be sold, conducting a SWOT analysis, and determining the objectives of marketing activities. Marketing planning that is done in detail or through SWOT analysis is very important considering that marketing planning stands as the

foundation that will strengthen marketing goals. On the other hand, marketing planning can be used as a tool for introducing business to other parties. Its short, concise, and simple form will make it easier for investors and vendors to understand what kind of marketing will be developed.

### **Implementation of marketing strategies to increase the sales volume of effective housing products at PT. Pillar of Ksatria Tidar Nusantara Sukabumi City.**

In discussing the application of marketing strategies, the structure is based on the theory of marketing mix which includes the 4 P's (*Product, Price, Place, and Promotion*) as follows:

#### **Product Strategy**

Product is anything offered to the market to get the attention of buyers, users, or consumers who can meet the needs of users. Based on the information that researchers got from the interviews, PT. The pillar of Ksatria Tidar Nusantara in its planning will build two kinds of buildings, namely wall houses, which are more often called stone houses by residents, and the second is stilt houses (wooden houses), this is an option because wooden house housesits that location are still dominant.

#### **Price Strategy**

Price is an exchange rate that can be equated with money or other goods that consumers must pay for to get a product. The term price is used to provide finance to a product of goods or services. Regarding the price of PT Pilar Ksatria Tidar Nusantara Housing products, until now it has not changed, because various possibilities for an increase in building materials have been considered. The price set in the first year of sales, namely in 2022, is 195,000,000 per unit

#### **Place Management Strategy**

A place or container used to market a product, which distributes products in the form of goods or services from producers to consumers. Place is one of the important factors in the marketing mix so that the marketing carried out can run optimally and the products offered can be easily obtained by consumers in need. PT Pilar Ksatria Tidar Nusantara Housing does not use places or containers to market its products, the company only relies on the marketing team to introduce its products to attract potential customers. As a result, marketing in introducing its products is less than optimal.

#### **Promotion Management Strategy**

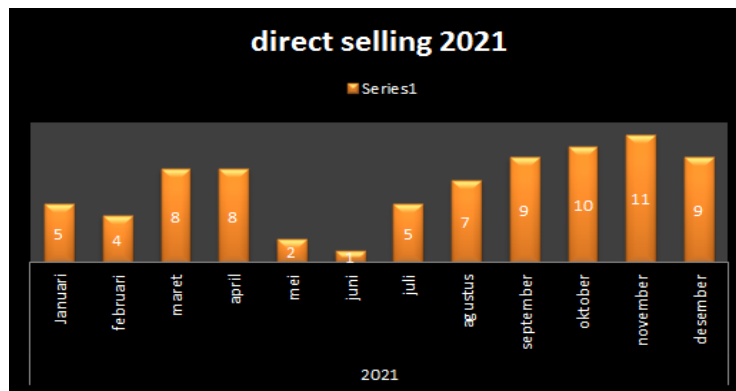
Promotion is an effort to notify or offer products or services to the market to attract potential customers to buy the products offered. With promotions, manufacturers or distributors expect an increase in sales figures. The thing that is considered in the promotion is the selection of the promotion mix. The promotion mix is nothing but a way or promotional activity carried out to influence the target market.

**Constraint factors in implementing marketing strategies to increase sales volume of housing products at PT. Pillar of Tidar Nusantara Knight Sukabumi City**

PT. Pilar Ksatria Tidar Nusantara Sukabumi City faces obstacles or challenges from competitors who are increasingly aggressively conducting promotions and discounts that tempt consumers and also have location advantages because the location of competitors is close to the project location of PT. A more strategic pillar. In addition, promotional costs are expensive so we make efficiency, so promotional activities tend to decrease. To overcome existing problems, we search for customers by the planned market segment and conduct direct education to the target market (person *to person*), pick up and drop off filings, and various things that can ease consumers or increase attractiveness for consumers.

**Sales Volume**

The results of observations in the field found obstacles, namely the slow marketing strategy implemented which had an impact on the low sales made, and the length of business capital embedded in the building. And it will make operational costs even more bloated, especially costs for promotion. Where the sales made by PT Pilar Ksatria Tidar Nusantara for Kanigara Garden housing fluctuated in 2021, can be seen in Figure 1 below:



**Figure: 2.** Sales Chart in 2021  
(Source: Data processed in 2021)

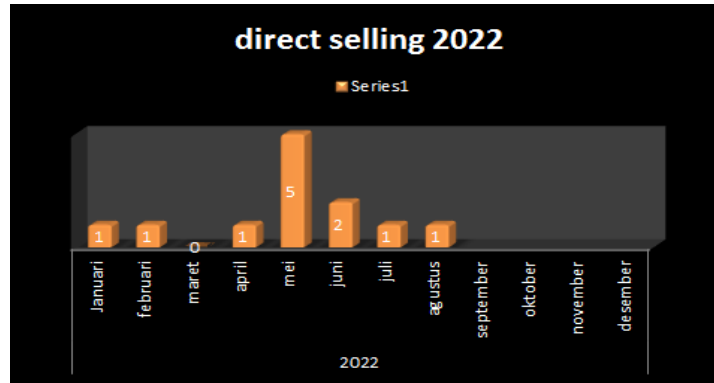
In 2021, the sale of housing units carried out by the marketing team of PT Pilar Ksatria Tidar Nusantara for Kanigara Garden housing sold 79 houses. It can be seen in table 1 below:

**Table 1.** Sales in Units in 2021

2021												Total
Jan	Peb	Mar	Apr	May	Jun	Jul	Aug	Sept	Okt	Nov	Des	
5	4	8	8	2	1	5	7	9	10	11	9	79



Meanwhile, in 2022 sales of home products are declining, when compared to the previous year, it can be seen in Figure 2 below:



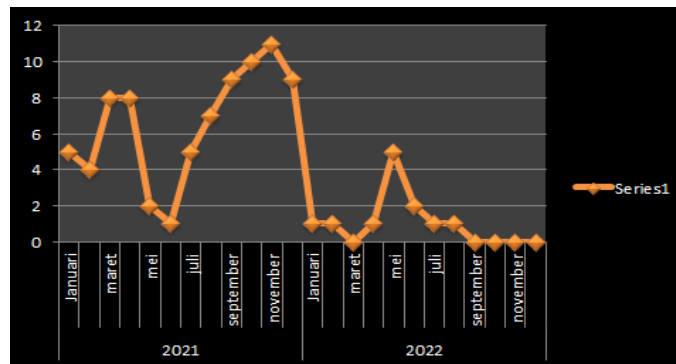
**Figure 3.** 2022 Sales Chart  
(Source: Data processed in 2022)

Sales of housing units until August 2022 by the marketing team of PT Pilar Ksatria Tidar Nusantara for Kanigara Garden housing are 12 units. It can be seen in table 2 below:

**Table 2.** Sales in Units in 2022

2022												Total
Jan	Peb	Mar	Apr	May	Jun	Jul	Aug	Sept	Okt	Nov	Des	
1	2	0	1	5	2	1	1					12

The comparison of home sales in 2021 and 2022 has decreased significantly. Sales in 2021 reached 79 units while in 2022 it was only 12 units or 17.5%. The sales comparison can be seen in Figure 3 below:



**Figure 4.** Trend line turnover 2021 versus 2022  
(Source: Data processed in 2022)

The graph above shows a significant decline in sales in 2022 due to ineffective sales strategies, exacerbated by the coronavirus disease (COVID-19) outbreak. This is alleged because marketing still uses manual promotion management using ordinary brochures and ordinary promotional materials, namely educational promotions through banners, banners, and others.

### **Marketing Strategies for Increasing Sales Volume**

Based on observations and field interviews, it was found that the strategy taken by the company PT Pilar Ksatria Tidar Nusantara has not used proper analysis. The strategy taken is only based on the experience of consultants, and no analysis is carried out first. The impact of this inappropriate strategy caused a significant decline in sales, with only 12 housing units sold (17.5%) in 2022 when compared to 2021, which was 79 units.

### **CONCLUSION**

Based on the results of interviews, and observations that have been made at PT Pilar Ksatria Tidar Nusantara Housing. So it can be concluded that in planning marketing strategies to increase the sales volume of effective housing products at PT. The pillar of Ksatria Tidar Nusantara Kota Sukabumi has been carried out through good steps, but it is not optimal in using a SWOT analysis approach, so it is less able to understand internal and external conditions well as a basis for making decisions to take strategic actions in marketing more accurately, both in making products, setting prices, choosing locations that consumers are interested in, and promoting by the direction of marketing strategy based on the results of SWOT analysis. That is in the implementation of marketing strategies to increase the sales volume of effective housing products At PT. Pilar Ksatria Tidar Nusantara Kota Sukabumi has determined and implemented the following: a. Have and are building a minimalist model housing with type 36/60 with the advantages of material quality and adequate roads with a width of 9 m, while type 45/90 will be built after the marketing of type 36/60 is successful. has set the price per unit of type 36/60 which is Rp. 195.000.000,- with three payment methods, namely, (1) hard cash is a payment system made within no later than one month, since the agreement between the buyer and seller; (2) a phased cash payment system with a payment term of 2 years. (3) Home Ownership Credit with a period of 15 years. Build housing in a very strategic location that is only 100 m entry from the highway. Promote both manually and through electronic media. In the implementation of marketing strategies to increase the sales volume of housing products at PT. Pilar Ksatria Tidar Nusantara Kota Sukabumi faces obstacles or challenges from competitors, including competitors who are more aggressive in promotion at greater costs. It is hoped that the results of this research can be used as a reference for PT Pilar Ksatria Tidar Nusantara, and it is hoped that this research can be a reference for other researchers who conduct research related to marketing strategies in increasing housing sales volume. The suggestion for the Company is to add several public facilities and social facilities, such as the entrance to the complex being treated and the Mushola enlarged to increase consumer satisfaction in buying a house in PT

Pilar Ksatria Tidar Nusantara Housing. Expanding its marketing by utilizing Cummers electronics and collaborating with distributors or sales agents who can distribute housing products to consumers to further expand the target market and increase promotional activities to increase consumers, such as using electronic devices or social media, making posters to be displayed on the roadside or crowded places, exhibitions to introduce the company's existence. And launched housing products with new types such as minimalism and ethnicity, to make improvements and further improve strategies in marketing, especially in the marketing arena. As well as suggestions for future research to add discussion related to the 7P marketing mix in increasing sales volume, expanding the object of research by involving many property companies. And add quantitative research methods so that the results can be drawn.

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