

# Enhancing Residential Property Sales with Integrated Marketing Communication Strategies

Harys Kristanto<sup>1\*</sup>; Savira Arum dini<sup>2</sup>; Muhammad Fardhon<sup>3</sup>

<sup>1</sup>Universitas Sains Indonesia

<sup>2</sup>The University of Sheffield

<sup>3</sup>Institut Transportasi & Logistik Trisakti

\*Corresponding author: harys.kristanto@lecturer.sains.ac.id

Received: 19 June 2025

Revised: 22 September 2025

Accepted: 31 October 2025

---

## Abstract

**Purpose:** The rapid urbanization and population growth in Indonesia have significantly heightened the demand for housing, particularly in suburban regions like Bekasi Regency. As a strategic satellite city near Jakarta, Bekasi has emerged as an attractive location for residential investment due to its accessibility, infrastructural advancements, and economic development. This study investigates the impact of Integrated Marketing Communication (IMC) strategies on consumer interest in residential property purchases within Bekasi Regency.

**Methodology:** Employing a qualitative research design, thematic analysis was conducted using NVivo software on data obtained through in-depth interviews and focus group discussions with marketing experts, developers, and prospective buyers. The research examines how IMC tools—such as advertising, public relations, and digital marketing—convey a cohesive brand message and foster consumer trust.

**Findings:** The findings underscore the importance of consistent and targeted communication in strengthening consumer engagement and purchase intent.

**Originality:** This study presents a relevant and timely contribution to the existing literature on real estate marketing and Integrated Marketing Communication (IMC), particularly within the Indonesian suburban context. By integrating the Theory of Planned Behavior (TPB) and the AIDA model within a qualitative framework, the research offers a nuanced perspective on how consumer behavior is influenced by cohesive marketing strategies in property purchasing decisions.

**Keyword:** Consumer Behavior, Integrated Marketing Communication, Purchase Interest, Residential Property.

**UBMJ**  
UPY Business and  
Management Journal

---

## Introduction

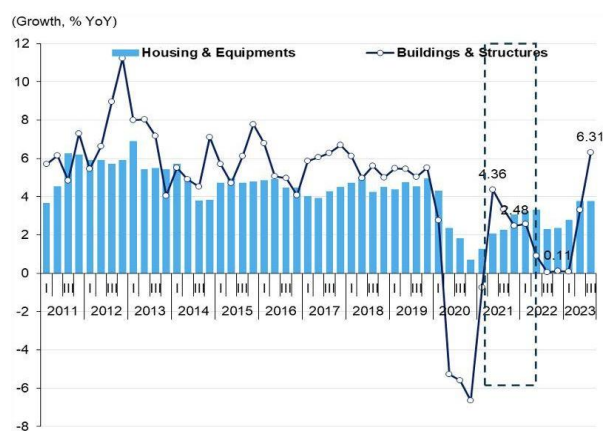
In recent years, Indonesia's real estate industry has seen considerable growth, propelled by swift urban development, economic progress, and a rising demand from consumers for homes, particularly in suburban regions such as Bekasi Regency (Hussain et al., 2021). Bekasi Regency, positioned adjacent to Jakarta, has emerged as a highly appealing region for property investment owing to its advantageous location, continuous infrastructure enhancements, and expanding industrial sector (Widjaja and Santoso, 2024). Despite these prospects, real estate developers encounter several obstacles, such as fierce market rivalry, evolving consumer tastes, and the growing significance of digital marketing in influencing buying choices (Yang et al., 2022).

Nevertheless, alongside these benefits, real estate developers encounter greater challenges in drawing in prospective buyers due to intense competition, evolving consumer tastes, and economic uncertainty (Limakrisna, 2023).

Integrated Marketing Communication (IMC) strategies have become increasingly important for effectively communicating value propositions and establishing consumer trust (Keller, 2022). This research examines how Integrated Marketing Communication (IMC), assessed using the Theory of Planned Behavior (TPB) and the AIDA model, affects consumer behavior and their readiness to make purchases. The Theory of Planned Behavior (TPB) describes how individuals' attitudes, social norms, and perceived control over their behaviors influence their intentions to make purchases (Sok et al., 2021). In comparison, the AIDA model demonstrates the phases that consumers go through, beginning with awareness and advancing to the point of taking action (Jiang et al., 2023). Together, they provide a broad structure to evaluate how effectively marketing impacts significant purchasing choices, such as buying property.

In 2023, Indonesia's real estate sector experienced significant shifts influenced by economic elements and measures implemented by the government. Recognizing the important influence of this sector on the broader economy, organizations such as the government and Bank Indonesia (BI) have introduced various measures to encourage growth (Bank Indonesia, 2023). A key policy launched in 2021 was the Value-Added Tax Subsidized by the Government (PPN-DTP) initiative, which offers tax advantages for first-time homebuyers acquiring properties valued at no more than IDR 2 billion (Bank Indonesia, 2022; Statistics Indonesia, 2023). This program, together with BI's relaxation of the Loan-to-Value (LTV) ratio to 100%, effectively increased the demand for properties and continued to influence the market even after it concluded in 2022.

In November 2023, the government reinstated the PPN-DTP program, extending its benefits through December 2024 (Ministry of Finance of Indonesia, 2023). While the incentive applies to properties valued at no more than IDR 5 billion, the tax benefit is limited to a purchase cost of IDR 2 billion for each unit (Ministry of Finance of Indonesia, 2023). Information from the previous incentive period shows that these policies had a favorable effect on sectors connected to real estate, such as construction and consumer expenditure (Bank Indonesia, 2022; Statistics Indonesia, 2023). Figures 1 and 2 depict the growth of the economy in these sectors after the implementation of policy measures.



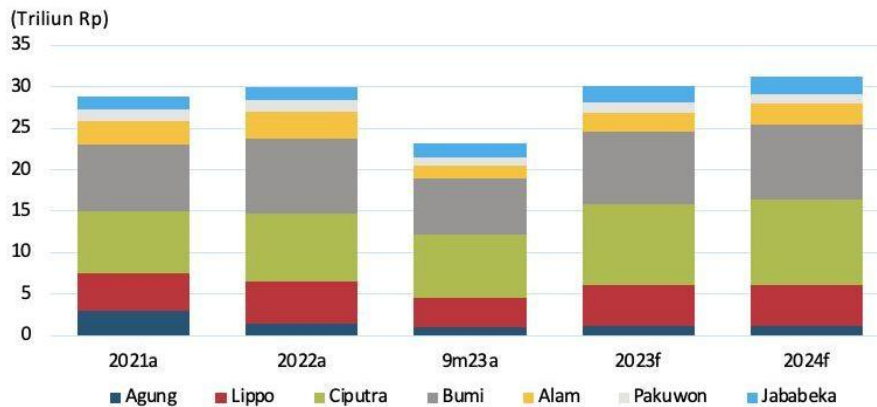
**Figure 1.** Expenditure Growth - Housing Consumption and Building Investment

**Source:** BPS RI, Analysis The Indonesia Economic Intelligence, 2023



**Figure 2.** GDP Growth Sector - Construction and Real Estate  
**Source:** BPS RI, Analysis The Indonesia Economic Intelligence, 2023

Anticipating the year 2024, additional expansion in the real estate market is anticipated. The Indonesian Economic Intelligence (IEI) predicts that a rise in demand from final consumers—particularly for landed houses—and consistently low mortgage interest rates will be important factors for growth (IEI, 2023). As stated by S&P Global Ratings (2023), despite the limited overall advancement in Indonesia's housing market during 2023, developers focused on landed properties and industrial zones experienced increased sales. S&P estimates that residential property sales will increase by 5 to 10% in 2024 (see Figure 3), fueled by macroprudential policies and government incentives.



**Figure 3.** Property Sales Development - Indonesia Big Developers  
**Source:** S&P, 2023

In spite of these possibilities, challenges still exist. The lack of available housing in Indonesia still impacts nearly 9. Nine million families exist, with around 700,000 to 800,000 new households needing housing each year (Statistics Indonesia, 2023). In addressing this matter, candidates for the 2024–2029 elections have committed to building two million housing units annually, effectively doubling the earlier plan of "One Million Houses" (Ministry of Public Works and Housing, 2023). However, obstacles like rising land prices, limited access to affordable finance, and a lack of skilled developers create significant hurdles (World Bank, 2023).

To ensure continued growth in the industry, it is essential to implement inclusive policies and collaborate effectively. Enhanced cooperation between the government, financial institutions,

and private developers, along with targeted incentives and improved access to mortgages, is crucial. These strategies will enhance the availability of quality and affordable housing, fostering a stronger and more inclusive real estate market in Indonesia (Widjaja and Santoso, 2023).

## **Literature Review**

### **Integrated Marketing Communication in Real Estate**

Integrated Marketing Communication (IMC) has emerged as an essential strategy within the real estate industry to improve consumer engagement and affect buying choices. Integrated Marketing Communication (IMC) brings together various promotional strategies such as digital marketing, advertising, public relations, and sales promotions to form a unified and compelling brand message (Keller, 2022).

For PT Refaro Central Propertindo, applying IMC strategies is anticipated to increase interest in purchasing residential properties by effectively conveying the value provided to targeted consumers (Kristanto and Maulidini, 2024). Recent research shows that purchasers are increasingly depending on online platforms, social media, and appealing marketing content when making decisions about real estate acquisitions. This pattern highlights the necessity for developers to implement marketing strategies that make use of data and function across various channels (Hereyah and Faradella, 2022). Additionally, developers need to strike a balance between traditional and online marketing methods to improve customer engagement, raise brand visibility, and increase sales conversions (Widjaja and Santoso, 2024).

This research seeks to examine how Integrated Marketing Communication (IMC) strategies, analyzed using the Theory of Planned Behavior (TPB) and the AIDA model, influence the interest of consumers in purchasing residential properties, specifically in Bekasi Regency. It specifically examines how PT Refaro Central Propertindo employs both traditional and digital integrated marketing communication tools to establish trust, improve customer engagement, and impact purchasing decisions. This research aims to offer understanding on how real estate firms can enhance their marketing techniques in a competitive environment by analyzing the success of various Integrated Marketing Communication (IMC) channels and methods (Hussain et al., 2021). Moreover, the research will analyze consumer behavior patterns and the effects of digital marketing trends on property purchase decisions (Seagraves, 2023).

### **Integrated Marketing Communication in Indonesia**

This research is based on the Integrated Marketing Communications (IMC) framework. This framework combines various promotional techniques, including digital marketing, advertising, public relations, and sales promotions, to produce a cohesive and persuasive message for the brand (Keller, 2022). Although Indonesia's digital landscape is expanding, the marketing of rural properties has not been thoroughly examined. Bekasi presents a distinctive situation because of its closeness to Jakarta, the increasing needs of the middle class, and ongoing improvements in infrastructure, making it a significant place for examining the impact of integrated marketing communications in suburban areas (Widjaja and Santoso, 2024).

The Integrated Marketing Communication (IMC) framework emphasizes the importance of organizing different promotional tools to deliver a smooth and unified brand message across various channels (Keller, 2021). This method improves consumer engagement and brand worth by integrating advertising, public relations, direct marketing, social media, and sales promotions into a cohesive plan (Keller, 2022).

As stated by Suryo and colleagues. In 2023, Integrated Marketing Communications (IMC) is essential for ensuring that marketing activities function cohesively rather than separately. The framework is based on communication that emphasizes the consumer, enabling businesses to customize their messages to align with the preferences and behaviors of their intended audience (Rehman et al., 2022). Moreover, Kerr and colleagues In 2023, it is emphasized that Integrated

Marketing Communication (IMC) assists companies in ensuring brand consistency and improving brand recognition, which is especially vital in competitive sectors such as real estate.

### **Theory of Planned Behavior (TPB)**

The Theory of Planned Behavior, created by Ajzen in 1991, describes how a person's intentions concerning their actions are shaped by their attitudes, social expectations, and their belief in their ability to manage those actions. As mentioned by Sok et al. In 2021, the Theory of Planned Behavior (TPB) is especially effective in forecasting purchasing choices in important sectors like real estate. The model indicates that favorable emotions regarding a property, social influences (such as recommendations from family or friends), and the perception that the buying process is simple greatly affect purchasing choices (Sok et al., 2021).

Recent research emphasizes the impact of digital marketing on how consumers view things and their feeling of control over their actions (Kerr et al., 2023). Through the utilization of online reviews, virtual tours, and interactive platforms (Reza and Kristanto, 2024), PT Refaro Central Propertindo can improve consumer trust and impact purchasing choices.

### **Theory of Awareness, Interest, Desire, and Action (AIDA)**

To understand consumer engagement in marketing effectively, a well-known model is the AIDA framework, which represents Attention, Interest, Desire, and Action. This model presents a sequential demonstration of how marketing communications lead consumers from their first awareness to their ultimate purchase. Created by E. Developed by St. Elmo Lewis in 1898 and improved over the years, the AIDA model remains an essential instrument in modern marketing strategy. It illustrates how marketers can create messages that gradually engage consumer attention, spark interest, stimulate desire, and ultimately encourage action. It describes the four phases of consumer engagement: Attention, Interest, Desire, and Action. As mentioned by Jiang et al. In 2023, AIDA holds significant importance in digital marketing, where content strategies play a vital role in gaining and retaining consumer interest.

Recent uses of AIDA in the real estate industry demonstrate that attractive advertisements, compelling stories, and tailored offers assist in guiding consumers from awareness to the point of purchase (Jiang et al., 2023). Mbura and Kagoya (2021) further highlight that combining AIDA with IMC strategies ensures that marketing communications effectively lead potential customers through the decision-making process.

### **Research Questions**

By integrating the Theory of Planned Behavior (TPB) and the Attention, Interest, Desire, and Action (AIDA) models, this research offers an extensive viewpoint on the impact of marketing communication on the purchasing decisions related to residential properties in Bekasi Regency (Kusuma et al., 2024). The Integrated Marketing Communication (IMC) model highlights the importance of coordinating various advertising strategies to deliver a consistent and harmonious brand message across different channels (Keller, 2021). This method increases customer engagement and brand worth by combining advertising, public relations, direct marketing, social media, and sales promotions into a single cohesive strategy (Keller, 2022).

In accordance with the qualitative method, this study is directed by the subsequent research questions:

1. How does PT Refaro Central Propertindo ensure uniformity in its brand messaging across both traditional and digital Integrated Marketing Communications channels?
2. In what ways do digital marketing tools—like social media, virtual tours, and AI-based analytics—affect how consumers engage and feel in control during their purchasing choices?
3. What organizational and market-related challenges impact the effectiveness of IMC, and in what ways does the marketing team tackle these issues?

The swift growth of city areas in places such as Bekasi Regency has heightened the rivalry among developers of residential properties. Due to the limited effectiveness of traditional marketing methods, it is essential to comprehend the impact of Integrated Marketing Communication (IMC) strategies on consumer buying interest (Keller, 2022). This research examines how integrated marketing communication tools affect consumer purchasing decisions in Indonesia's developing real estate market, analyzed through the frameworks of the Theory of Planned Behavior (TPB) and the AIDA model. The wider policy framework that underpins this market is explained in the following background section (Keller, 2022).

The findings of this study will enhance the current understanding of real estate marketing and Integrated Marketing Communication (IMC) strategies, providing useful suggestions for developers seeking to enhance their marketing initiatives. As the real estate market changes, utilizing a complete marketing strategy can be crucial for enhancing brand recognition, building customer trust, and ultimately boosting sales effectiveness (Wu et al., 2024).

## Research Methods

This research employs a qualitative approach, using detailed interviews and focus group discussions (FGDs), as outlined by Creswell (2021). Interviews were carried out with marketing managers, sales representatives, and clients of PT Refaro Central Propertindo. Focus Group Discussions (FGDs) were conducted with real estate professionals and potential homebuyers to collect various perspectives on integrated marketing communication (IMC) strategies. Furthermore, secondary data were gathered from company reports, marketing materials, and market research publications (Poth and Shannon-Baker, 2022).

While the Theory of Planned Behavior (TPB) and AIDA model are usually used in quantitative studies, this research takes a qualitative approach to gather the detailed and context-based views of marketing experts and homebuyers (Creswell, 2021). This approach aids in gaining a better insight into how people understand meaning, establish emotional ties, and navigate the homebuying journey—factors that are difficult to measure (Poth and Shannon-Baker, 2022). The qualitative method is especially important in suburban areas of Indonesia, where consumer behavior is influenced by unique social, cultural, and infrastructural factors (Widjaja and Santoso, 2024).

## Data Collection and Sampling

Purposive sampling was utilized to choose participants according to their direct engagement in real estate marketing or their keen interest in acquiring residential property. The criteria for inclusion centered on marketing professionals and prospective buyers located in the Bekasi area, whereas those who are not presently involved in property-related activities were omitted from the study. The sample included six semi-structured interviews with executives and marketing staff from PT Refaro Central Propertindo, along with two focus group discussions featuring potential buyers and real estate professionals. Data saturation was established when no additional themes appeared during the last interviews, signifying that the data gathered had become repetitive (Creswell, 2021).

**Table 1.** Matrix of Informants

Informant	JOB POSITION
KI	Director
KW	Director
NIH	Marketing Leader
JL	Business Development Leader
KK	Digital Marketing
J	Property Consultant

Source: Processed from primary data (2025)

The individuals involved comprised marketing experts, sales teams, as well as both existing and prospective customers. The main aim was to investigate how well IMC strategies impact consumer choices in the residential property market of Bekasi Regency (Areo, 2024).

### Data Analysis

The data were examined using thematic analysis to recognize repeated patterns and important themes within the qualitative data (Braun and Clarke, 2022). Thematic coding was performed using NVivo software to systematically arrange the transcripts of interviews and focus group discussions (May and Perry, 2022). To guarantee the dependability and trustworthiness of the results, triangulation was conducted by verifying information from various data sources (Flick, 2024).

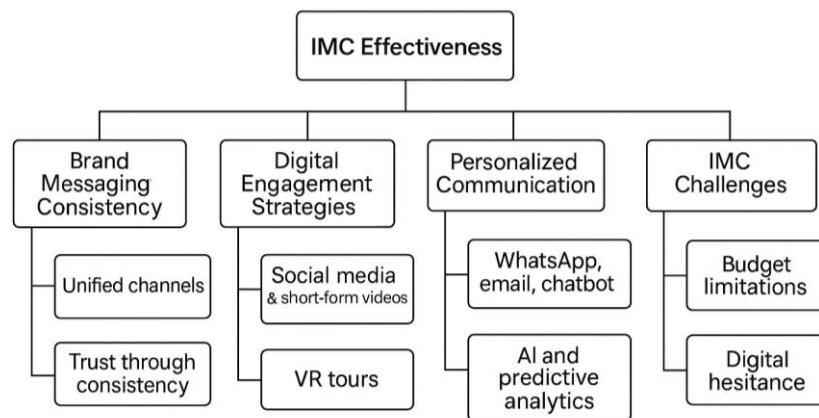


Figure 4. Coding Tree Structure

Source: Processed from primary data (2025)

### Results and Discussion

Interviews carried out with five sales marketing representatives at PT Refaro Central Propertindo and one property sales consultant showed that Integrated Marketing Communication (IMC) is crucial in influencing the decisions consumers make when buying residential properties. Participants highlighted that merging traditional and digital marketing methods improves customer interaction and boosts brand recognition (Jayaweera and Farooq, 2023). Ensuring that the message remains the same across different platforms is considered crucial for establishing consumer trust and speeding up the decision-making process (Khoiriyah, 2024).

The analysis of themes performed with NVivo 12 software identified four main themes: (1) uniformity in brand messaging, (2) strategies for digital engagement, (3) individualized communication and conversion of leads, and (4) difficulties in applying Integrated Marketing Communication (IMC). These themes arose from six semi-structured interviews and two focus group discussions (FGDs) that included directors, marketing leaders, and property consultants. Data saturation was reached following the sixth interview, at which point no new codes emerged. To provide depth and context, direct quotations were included to represent the tone and viewpoints of the informants (Braun and Clarke, 2022).

Table 2. Thematic Framework

<p>Theme 1 <i>Brand Messaging Consistency Across Channels</i></p>	<p>Subtheme 1.1 Unified traditional and digital platforms</p>	<p>“We adopt an IMC approach that blends traditional and digital strategies... consistent messaging across TV, print, and social media helps us reach different segments effectively.” – RF (Director)</p>
---	---	--

	Subtheme 1.2: Trust-building through communication	Trust-building consistent	“Maintaining message consistency fosters trust and speeds up decision-making.” – NH (Marketing Leader)
<i>Theme 2</i> <i>Digital Engagement Strategies</i>	Subtheme 2.1 Use of social media and short-form content		“TikTok, Instagram, and Facebook play a huge role. One 15-second video can change everything.” – RR (Digital Marketing)
	Subtheme 2.2 Virtual tours and immersive tools		“We use VR walkthroughs and video storytelling to create an immersive experience.” – SL (Business Development)
	Subtheme 2.3 Retargeting and SEO strategies		“Retargeting keeps us connected to people who visited the site but didn’t decide.” – RR
<i>Theme 3</i> <i>Personalized Communication and Lead Conversion</i>	Subtheme 3.1 WhatsApp, email, and AI chatbots		“We stay in direct contact through WhatsApp Business. It builds trust.” – S (Property Consultant)
	Subtheme 3.2 Data-driven targeting		“AI-driven analytics let us predict who’s ready to buy and send tailored messages.” – RR
<i>Theme 4</i> <i>Challenges in IMC Implementation</i>	Subtheme 4.1 Budget and platform overload		“Advertising costs are rising. And with so many platforms, consistency is hard to maintain.” – NH
	Subtheme 4.2 Consumer hesitation and digital skepticism		“People still want to see the property in person. They’re not ready to buy based on a website alone.” – RR

**Source:** Processed from primary data (2025)

### Effectiveness of IMC Strategies

When asked how PT Refaro Central Propertindo utilizes IMC strategies to drive sales, one marketing professional (RF) explained:

“We implement an integrated marketing communication (IMC) strategy that combines traditional and digital methods. We ensure uniform communication across television, print, social media, and our website. This allows us to effectively reach diverse market segments.”

The use of social media and targeted advertising has proven particularly effective in engaging millennial buyers and young professionals (Jiang et al., 2023). These findings align with prior research indicating that digital IMC elements, such as interactive content and tailored messages, significantly influence real estate purchasing behavior (Kristanto & Maulidini, 2024).

Another participant (NH) elaborated on personalized communication:

“Tailored communication greatly enhances customer involvement. We use targeted email campaigns, chatbot interactions, and social media to maintain continuous engagement with prospects.”

SL added:

“Storytelling in content marketing works well. We share client testimonials, video tours, and VR walkthroughs to enrich the customer experience.”

Industry experts also underscored that consumer trust is essential in real estate purchases. Consequently, IMC strategies should emphasize transparency, credibility, and consistent branding (Limakrisna, 2023). Personalized marketing methods—such as focused advertisements and WhatsApp-based outreach—were reported to be highly effective in generating leads and closing sales (Areo, 2024).

Respondent S remarked on the broader effectiveness of IMC:

“IMC is essential in today’s real estate market. A seamless blend of online and offline approaches—like integrating digital ads, influencer endorsements, and showroom visits—yields conversion rates 25% higher than traditional methods alone.”

A real estate expert suggested that PT Refaro Central Propertindo could enhance its IMC strategy by integrating AI-powered marketing tools and CRM systems to better segment and engage customers (Chatterjee et al., 2022). Further, implementing omnichannel strategies that align online and offline experiences would reduce communication inconsistencies (Hereyah & Faradella, 2022).

### **Role of Digital Marketing**

Participants widely acknowledged the critical role of digital platforms—particularly Instagram, Facebook, and TikTok—in the property buying journey. Online listings, virtual tours, and social media content increased interest and engagement (Limakrisna, 2023). Real-time analytics and user data have helped the company refine its approach and provide personalized offers (Mbura & Kagoya, 2021).

RR explained:

“Social media—especially Instagram, Facebook, and TikTok—greatly influences buying decisions. Short videos that highlight property features and include client testimonials generate strong engagement.”

On effective digital techniques, RR added:

“TikTok Ads and Meta Ads are our lead generators. We optimize content for search engines and use retargeting campaigns to stay connected with potential buyers.”

WhatsApp and email marketing were also highlighted as effective channels for maintaining personalized, direct communication, building trust, and strengthening relationships (Kusuma et al., 2024). This supports Jiang et al. (2023) findings that immediate and customized communication increases conversion rates in real estate sales.

RR further shared:

“We use AI-driven analytics to track user behavior, predict buying intent, and personalize messaging. This ensures that our campaigns reach the right audience at the right time, boosting conversions.”

Participants also reported that immersive tools—such as VR tours and AI-powered chatbots—enhanced user engagement and improved service responsiveness (Jayaweera & Farooq, 2023). These technologies significantly elevate the buyer experience and positively influence brand perception (Walacik & Chmielewska, 2024).

### **Sustainability and Innovation in IMC**

Sustainability has become increasingly influential in buyer decision-making. An industry expert noted that developers promoting eco-friendly housing features—communicated effectively through IMC—are more likely to attract environmentally conscious consumers (Yudha & Faqih, 2025).

S provided recommendations for developers seeking to stay competitive:

- **Improve Financing Options:** Offer tailored mortgage products in collaboration with financial institutions.
- **Implement Sustainable Development:** Incorporate green building designs to meet growing environmental demands.
- **Leverage AI and Big Data:** Use predictive analytics to optimize pricing and customer targeting.
- **Strengthen Public-Private Collaboration:** Partner with government and finance sectors to support affordable housing initiatives.

### **Challenges in IMC Implementation**

Despite the success of IMC strategies, several challenges persist. Sales representatives pointed to rising advertising costs, market saturation, and inconsistent consumer responses to digital campaigns (Widjaja & Santoso, 2024). Maintaining a consistent brand voice across diverse platforms was also identified as increasingly difficult due to evolving digital trends and consumer preferences (Yang et al., 2022).

RR reflected on these challenges:

“Some buyers hesitate to trust purely digital information. That’s why we provide virtual tours and webinars to bridge the trust gap.”

The study found that while IMC strategies significantly influence purchase interest in Bekasi Regency, they require constant adaptation and strategic investment to remain effective. Embracing advanced marketing technologies and maintaining a consumer-centric orientation will allow PT Refaro Central Propertindo to strengthen its market position.

### **Empirical Findings**

The results from the interview and focus group discussions indicate that consumer buying behavior is closely related to the elements of the Theory of Planned Behavior. Participants indicated that favorable attitudes, recognized social norms, and a strong feeling of control—fostered by interactive resources such as virtual tours and AI chatbots—considerably influenced their purchasing intentions.

**Table 3.** TPB Empirical Findings

TPB Element	Empirical Evidence	Manifestation
<i>Attitude</i>	Respondents stated that digital IMC strategies, including interactive content and storytelling, significantly increased consumer engagement and trust.	Positive attitudes formed through immersive experiences like VR tours and customer testimonials influenced favorable purchase evaluations.
<i>Subjective Norm</i>	S emphasized the influence of social media, influencer endorsements, and testimonials.	Social cues from online communities and influencer reviews shaped buyer preferences and buying pressure.
<i>Perceived Behavioral Control</i>	Respondents noted that clear digital content, virtual tours, and AI chatbots helped consumers navigate the buying process.	These tools lowered perceived difficulty, increasing the sense of control and feasibility of purchase.
<i>Intention to Purchase</i>	NH and RR highlighted the success of targeted, personalized communication via digital platforms.	Increased intention driven by effective targeting, ease of access to information, and consistent messaging.

**Source:** Processed from primary data (2025) & Sok et al. (2021)

In a similar manner, the integrated marketing communication strategies implemented by PT Refaro Central Propertindo adhere closely to the AIDA model. The journey of consumers from noticing a product to making a purchase was facilitated by captivating digital content, touching narratives, and tailored communication that transformed interest into sales.

**Table 4.** AIDA Empirical Findings

AIDA Stage	Empirical Evidence	Manifestation
<i>Attention</i>	RR explained the effectiveness of Instagram, Facebook, TikTok, and SEO-optimized content.	Bright visuals, short-form videos, and high visibility drew consumers into awareness.
<i>Interest</i>	SL emphasized storytelling, testimonials, and immersive marketing content.	Emotional and relatable content increased consumer curiosity and exploration.
<i>Desire</i>	S and NH discussed personalized messaging and continuous interaction.	Tailored email campaigns and WhatsApp messages converted interest into personal relevance and emotional commitment.
<i>Action</i>	Conversion rates increased by 25% using omnichannel marketing, according to S.	Smooth transition to purchase was enabled through retargeting, direct messaging, and showroom visits.

**Source:** Processed from primary data (2025) & Jiang et al. (2023)

The results are closely related to the Theory of Planned Behavior (TPB). Appealing content and steady messaging fostered favorable attitudes (Attitude), while online reviews and testimonials impacted social norms (Subjective Norm). Increased use of tools like virtual reality (VR) and chatbots that utilize artificial intelligence (AI) improved users' sense of control over their behavior, resulting in more robust intentions to make purchases (Sok et al., 2021).

The marketing strategy clearly demonstrated the AIDA framework (Jiang et al., 2023). Engaging social media visuals attracted Attention, effective storytelling and customer reviews created Interest, tailored offers ignited Desire, and multichannel marketing efforts encouraged Action. The combined use of TPB and AIDA enhances the strategic alignment and efficiency of

PT Refaro Central Propertindo's integrated marketing communications initiatives. Significantly, participants noted feelings of digital exhaustion and a rise in consumer doubt. Excessive exposure to online advertisements has been shown to reduce engagement, underscoring the importance of hybrid marketing strategies that combine digital creativity with real-life experiences.

## Conclusion

The results of this study highlight the important function of Integrated Marketing Communication (IMC) in generating consumer interest in buying residential properties in Bekasi Regency. Integrated Marketing Communication (IMC) strategies, especially those that use digital marketing tools and personalized interactions, have been effective in improving brand visibility, building consumer trust, and ultimately boosting sales conversions. The findings show that effectively combining traditional and digital marketing methods creates a more unified and convincing way of communicating that appeals to potential customers.

Nonetheless, various challenges continue to exist. Market saturation, increasing advertising expenses, and the need for uniform branding across various platforms require ongoing strategic adjustments. The change to digital processes in the real estate industry, which includes using marketing tools powered by artificial intelligence (AI), offers important chances to improve how customers are targeted and engaged. Moreover, using omnichannel strategies provides the opportunity to combine online and offline interactions smoothly, resulting in a more comprehensive and cohesive customer experience.

From a theoretical perspective, using the Theory of Planned Behavior (TPB) together with the AIDA (Attention, Interest, Desire, Action) model offers a thorough framework for comprehending consumer behavior in the context of real estate choices. The Theory of Planned Behavior (TPB) proposes that consumers' intentions to purchase are influenced by their feelings about the product, their belief in social expectations, and their evaluation of how easy it is to obtain the product. In the same way, the AIDA model highlights the significance of creating captivating and well-organized marketing messages that lead consumers through the process from becoming aware to making a purchase.

When integrated marketing communication strategies are properly coordinated with the theory of planned behavior and the attention-interest-desire-action model, they can greatly improve consumer involvement and influence buying choices. PT Refaro Central Propertindo's emphasis on digital strategies has produced favorable results; nonetheless, the organization must actively tackle new issues, such as digital fatigue and consumer doubt, to maintain long-term success.

In summary, PT Refaro Central Propertindo can enhance its market position by improving its integrated marketing communication strategies, adopting data-focused marketing techniques, and staying adaptable to changes in consumer behavior. Future studies could explore the lasting effects of digital marketing and AI technologies on the effectiveness of real estate marketing. This would help to enhance our understanding of consumer behavior in a more competitive landscape.

By including these insights within the TPB and AIDA models, this research provides a solid theoretical basis and a practical approach to understanding how communication strategies can be improved in the real estate field. The qualitative insights add to marketing literature by demonstrating how consumer-focused IMC strategies can impact significant purchases, such as buying property. These storytelling improvements and thematic links enhance the organization and analytical understanding of the document.

## Theoretical Implications

The use of artificial intelligence (AI) technologies and customer relationship management (CRM) systems has become crucial for attaining accurate audience targeting and dependable behavior forecasting. By utilizing these tools, organizations can examine customer data more efficiently, predict preferences, and provide tailored experiences. It is equally essential to ensure consistency

across all communication channels, including advertising materials, social media platforms, and direct interactions on-site. This consistency helps to strengthen a unified brand message and fosters greater trust with consumers.

### Managerial Implications

Marketing initiatives should clearly emphasize sustainable and eco-friendly property features to appeal to the preferences of contemporary homebuyers, who are placing greater importance on environmentally conscious living spaces. For real estate marketers in suburban areas, it is essential to combine digital tools—like social media, virtual tours, and focused online advertising—with personalized face-to-face interactions. This approach is vital for establishing trust and providing a smooth experience for buyers. This combined method highlights the eco-friendly value of the property and enhances involvement by merging ease of access with genuine, in-person interactions.

### References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Areo, G. (2024). The Impact of Artificial Intelligence and Machine Learning on Real Estate: Current Applications and Future Trends. *Researchgate*. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Asian Development Bank. (2023). *Affordable housing financing in Southeast Asia: Challenges and opportunities*.
- Bank Indonesia. (2022). *Laporan Stabilitas Keuangan Indonesia 2022*.
- Bank Indonesia. (2023). *Kebijakan Makroprudensial dalam Mendorong Pertumbuhan Sektor Properti*.
- Braun, V., & Clarke, V. (2022). Conceptual and design thinking for thematic analysis. *Qualitative Psychology*, 9(1), 3–26. <https://doi.org/10.1037/qap0000196>
- Chatterjee, S., Chaudhuri, R., & Vrontis, D. (2022). Big data analytics in strategic sales performance: mediating role of CRM capability and moderating role of leadership support. *EuroMed Journal of Business*, 17(3), 295–311. <https://doi.org/10.1108/EMJB-07-2021-0105>
- Creswell, J. W. . (2022). *A concise introduction to mixed methods research*. SAGE.
- Flick, Uwe. (2025). *The Sage handbook of qualitative research quality*. SAGE Publications, Limited.
- Hussain, T., Abbas, J., Wei, Z., Ahmad, S., Xuehao, B., & Gaoli, Z. (2021). Impact of Urban Village Disamenity on Neighboring Residential Properties: Empirical Evidence from Nanjing through Hedonic Pricing Model Appraisal. *Journal of Urban Planning and Development*, 147(1). [https://doi.org/10.1061/\(ASCE\)UP.1943-5444.0000645](https://doi.org/10.1061/(ASCE)UP.1943-5444.0000645)
- Indonesia Economic Intelligence. (2023). *Indonesia property market outlook 2024*.
- Jayaweera, A., & Farooq, M. U. (2023). *Leveraging Ai-Driven Digital Marketing Strategies To Automate The Lead Generation Mechanism Of The Real Estate Industry In The United States*. <https://www.researchgate.net/publication/373014630>
- Jiang, X., Chiu, D. K. W., & Chan, C. T. (2023). *Application of the AIDA Model in Social Media Promotion and Community Engagement for Small Cultural Organizations* (pp. 48–70). <https://doi.org/10.4018/978-1-6684-5190-8.ch004>
- Keller, K. L. (2021). The Future of Brands and Branding: An Essay on Multiplicity, Heterogeneity, and Integration. *Journal of Consumer Research*, 48(4), 527–540. <https://doi.org/10.1093/jcr/ucab063>
- Keller, K. L. (2022). Understanding the changing role and functions of marketing. In *APA handbook of consumer psychology*. (pp. 143–162). American Psychological Association. <https://doi.org/10.1037/0000262-005>

- Kerr, G., Valos, M., Luxton, S., & Allen, R. (2023). Understanding the link between an IMC technology capability and organisational integration and performance. *European Journal of Marketing*, 57(8), 2048–2075. <https://doi.org/10.1108/EJM-05-2022-0373>
- Khoiriyah, S. A. (2024). Innovation of housing marketing strategy... Innovation of housing marketing strategy in attracting consumer interest. *Asian Journal of Economics and Business Empirical Research*, 1(1), 39–52. <https://doi.org/10.54471/ajeber>
- Kristanto, H., & Maulidini, H. R. (2024). Perancangan Ulang Identitas Visual (Studi Kasus Pada Coffee Shop Tjikopi House). *Communication & Design Journal*, 1(1), 49–60.
- Kusuma, C. S. D., Huda, M., Sugiat, M., Widati, E., Lie, D., Anisah, H. U., ... & Koraag, S. T. G. (2024). *Strategi Manajemen Bisnis: Dari Konsep ke Implementasi Efektif*.
- Limakrisna, N. (2023). An Analysis of Factors Influencing Reliance and Purchasing Decision (Case Study on Real Estate Business in Indonesia). *International Journal of Economics, Business and Management Research*, 07(07), 109–120. <https://doi.org/10.51505/IJEBMR.2023.7708>
- May, Tim., & Perry, Beth. (2022). *Social research : issues, methods and process*. Open University Press.
- Mbura, O. K., & Kagoya, S. M. (2024). Effect of advertisement on consumers' buying behaviour of real estates in Tanzania: Insight from the National Housing Corporation. *Tanzanian Economic Review*, 11(1), 137–155.
- Ministry of Finance of Indonesia. (2022). *Evaluasi Insentif Pajak Sektor Properti Tahun 2021–2022*.
- Ministry of Finance of Indonesia. (2023). *Pernyataan Kebijakan Fiskal dan Insentif Pajak 2023*.
- Ministry of Public Works and Housing. (2023). *National housing program progress report*.
- Poth, C. N., & Shannon-Baker, P. (2022). State of the Methods: Leveraging Design Possibilities of Qualitatively Oriented Mixed Methods Research. *International Journal of Qualitative Methods*, 21. <https://doi.org/10.1177/16094069221115302>
- Putranto, A. D. S., Sukaatmadja, I. P. G., Wardana, M., & Giantari, I. G. A. K. (2023). The Mediating Role Of Customer Satisfaction In The Influence Of Product Quality And Brand Image On Home Purchase Decisions In Bali: A Study Of Bali Surya Residence Real Estate. *Russian Journal of Agricultural and Socio-Economic Sciences*, 139(7), 71–84. <https://doi.org/10.18551/rjoas.2023-07.09>
- Rachmiate, Atie., Triwardhani, I. Junita., & Abdullah, C. Ubad. (2022). *Islam, Media and Education in the Digital Era : Proceedings of the 3rd Social and Humanities Research Symposium (SoRes 2020), 23 - 24 November 2020, Bandung, Indonesia*. CRC Press LLC.
- Rehman, S. ul, Gulzar, R., & Aslam, W. (2022). Developing the Integrated Marketing Communication (IMC) through Social Media (SM): The Modern Marketing Communication Approach. *Sage Open*, 12(2). <https://doi.org/10.1177/21582440221099936>
- Reza, Y. A., & Kristanto, H. (2024). Perkembangan Teknologi Ai Dalam Desain Grafis: Sebuah Tinjauan Literatur. *Communication & Design Journal*, 1(1), 31–39.
- Seagraves, P. (2024). Real Estate Insights: Is the AI revolution a real estate boon or bane? *Journal of Property Investment & Finance*, 42(2), 190–199. <https://doi.org/10.1108/JPIF-05-2023-0045>
- Sok, J., Borges, J. R., Schmidt, P., & Ajzen, I. (2021). Farmer Behaviour as Reasoned Action: A Critical Review of Research with the Theory of Planned Behaviour. *Journal of Agricultural Economics*, 72(2), 388–412. <https://doi.org/10.1111/1477-9552.12408>
- S&P Global Ratings. (2023). *Indonesia real estate sector outlook: Growth drivers and constraints*.
- Statistics Indonesia. (2023a). *Housing and urban development statistics in Indonesia*.
- Statistics Indonesia. (2023b). *Pertumbuhan Ekonomi Indonesia 2023: Sektor Properti dan Konstruksi*.

- Walacik, M., & Chmielewska, A. (2024). Real Estate Industry Sustainable Solution (Environmental, Social, and Governance) Significance Assessment—AI-Powered Algorithm Implementation. *Sustainability*, 16(3), 1079. <https://doi.org/10.3390/su16031079>
- Widjaja, H., & Santoso, H. (2024). Digital Marketing: A Case Study of Social Media Marketing of Indonesia Real Estate Companies. *Business Economic, Communication, and Social Sciences Journal (BECOSS)*, 6(2), 143–157. <https://doi.org/10.21512/becossjournal.v6i2.11794>
- World Bank. (2023). *Land use policies and housing affordability in Indonesia*.
- Wu, M., Andreev, P., & Benyoucef, M. (2024). The state of lead scoring models and their impact on sales performance. *Information Technology and Management*, 25(1), 69–98. <https://doi.org/10.1007/s10799-023-00388-w>
- Yang, L., Liang, Y., He, B., Lu, Y., & Gou, Z. (2022). COVID-19 effects on property markets: The pandemic decreases the implicit price of metro accessibility. *Tunnelling and Underground Space Technology*, 125, 104528. <https://doi.org/10.1016/j.tust.2022.104528>
- Yudha, M. S., & Faqih, U. A. (2025). Effective Marketing Strategies in the Face of Declining Sales in the Housing Industry. *MBA Journal—Management, Business Administration, and Accounting Journal*, 1(2), 54–64.
- Yulianti, E., Kristanto, H., Rahayu, H. S., Reza, Y. A., & Kurniawan, W. (2025). Gender Communication Strategies for Women’s Empowerment: Evidence from Community Programs in Indonesia. *INJECT (Interdisciplinary Journal of Communication)*, 10(2), 419-438. <https://doi.org/10.18326/inject.v10i2.4985>