Marketing Concepts of New Housing Projects in Surabaya during Pandemic based on Property Agent Perspective

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***Abstract*—The increasing demand and needs of consumers in property transactions makes the need for property agents even greater. In a pandemic condition that limits direct interaction, many housing developers have difficulty selling their housing products due to limited interaction with potential consumers and the lack of up-to-date information on housing products that consumers are interested in during this pandemic. The purpose of this study was to analyze the factors and sequence of criteria that became the basis for selecting new housing during the pandemic based on the perspective of a property agent.This study uses qualitative and quantitative research using interview data and processed into numerical data using product, price, promotion, place, and person variables. The method used is the Delphi method, AHP and Content Analysis, with the Delphi method useful for determining criteria and indicators that are validated from experts and AHP functioning as a weight for the validated criteria. While Content Analysis is used to formulate concepts.The results of this study obtained a sequence of variables that affect Product, (2) Place, (3) Price, (4) Promotion, (5) People.**

***Keywords*—Marketing House, Property Agent, Delphy, AHP, Content Analysis.**

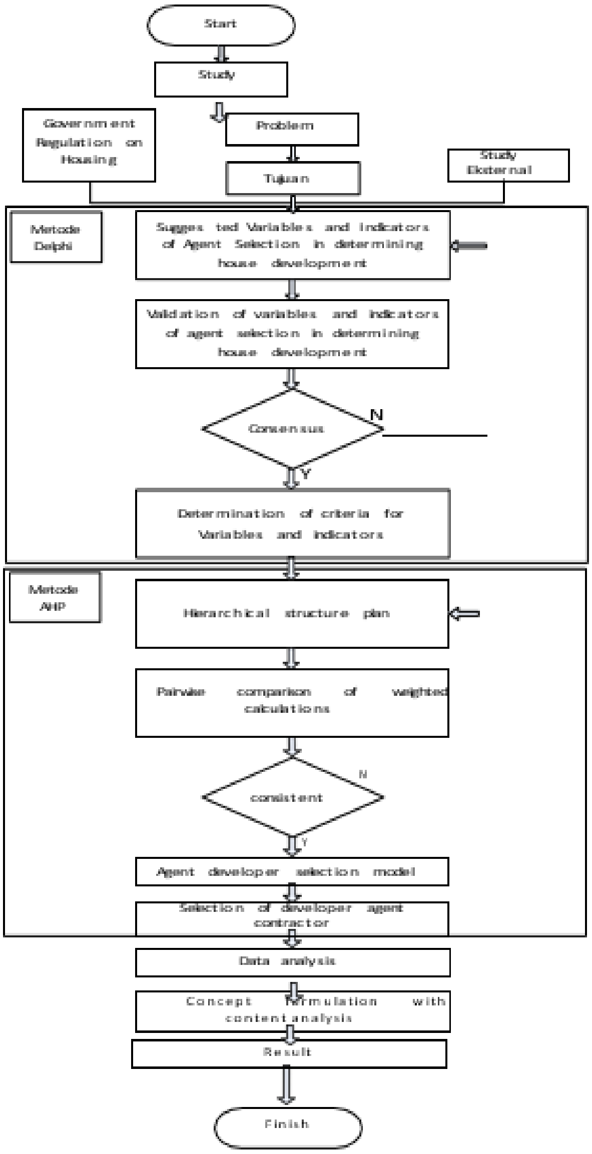

Figure 1. Research flow chart.

I. INTRODUCTION

THE landed house price index in the city of Surabaya experienced a slight increase in both quarterly and annual periods. In the third quarter of 2021, the house price index was at 110.9, while in the previous quarter, namely the second quarter of 2021, the house price index reached 110.4. The annual price index in the city of Surabaya increased by 0.7 percent in the third quarter of 2021. This is because the index in the same quarter the previous year or the third quarter of 2020 only reached 110.2 points. This can be seen from the demand for houses in the city of Surabaya which shows an increase in 2021 compared to 2020. In the Amesta Living housing project in East Surabaya developed by Intiland Group Housing 2022 there were sales of up to 148 housing units or 74% of the 200 units sold. Meanwhile, housing development in the Northwest District, which was developed by Citraland Group Surabaya housing 2022, has increased by 50% compared to 2020 which reached sales of up to 250 units.

The increasing demand for property during the pandemic has made the need for salespeople, one of them property agents, even greater. Property agents are individuals under the auspices of a legal entity that has a permanent residence and has a property brokerage business license, generally registered as a member of AREBI or the Indonesian Real Estate Brokers Association [1]. Property agents themselves for the general public are very helpful for buyers or sellers. Research shows that public trust in property agents in the city of Surabaya increases to a range between 91% - 94% [2]. This is because property agents can serve the community's need for a place to live which is a primary need or a primary need for everyone and all walks of life.

During the pandemic, property sales have a serious impact. In the property business, the pandemic has had an impact on property demand, prices, and mortgages. One of the impacts is the limitation of direct interaction between sellers and

Table 1.
Research Variables

No	Variable	Indicator
1	Product	Product variety, quality, concept display
2	Price	Product prices, discounts, payment system variations
3	Promotion	Ad attractiveness, publicity and promotion intensity
4	Place	How strategic is the place, facilities that can be obtained, locationaccess
5	People	Real estate developer, real estate agent

Table 2.
Order of Percentage of Quality of Housing Products in Surabaya

Sequence	Quality Product	Percentage
1	Regular shape house - High quality - Relatively expensive price	38,462
2	Premium form house - Low quality - Relatively cheap price	30,769
3	Premium shape house - High quality - Very expensive price	15,385
4	Regular shape house - Low quality - Very cheap price	15,385
	Total	100,000

Table 3.
The Sequence of the Percentage of Property Product Variations in Surabaya

Sequence	Property Product Variations	Percentage
1	Medium land (50-72m²) - 2 storey building - 3 room room -Price could be more affordable	24.615
2	Spacious land (72-100m²) - 1-storey building - More than 3rooms - Expensive price	23.077
3	Spacious land (72-100m²) - 2-storey building - More rooms3 rooms - Relatively more expensive price	15.385
4	Small land (<50m²) - 2 storey building - 2 room room -Low price	12.308
5	Medium land (50-72m²) - 1-storey building - 2-room room - Price could be cheaper	9.231
6	Very large land (>105m²) - 1-storey building - More than 3rooms - Price is very expensive	7.692
7	Small land (<50m²) - 1 storey building - Room lacking 2spaces - Very cheap price	4.615
8	Very large land (>105m²) - 2-storey building - More than 3rooms - Price is very expensive	3.077
	Total	100.000

buyers. In addition, the pandemic has caused an increase in the number of property agents in the city of Surabaya, because they do not need capital, are not tied to time (freelance), have a fair and high income, and can have many relationships (network). The number of property agents in the city of Surabaya itself has reached 9,054 agents, 30% of which are active and full-time agents. The performance of the agent office during the 2021 pandemic, showed a significant increase in property sales in the city of Surabaya. There are 6 property agent office brands whose transaction value is more than one trillion during the pandemic, namely Galaxy Property, Brighton Real Estate, XavierMarks Indonesia, WinMax Property, PropNex Indonesia, and RayWhite Indonesia.

In 2020 and 2021, many property transactions involve property agents. Based on data and conditions during the pandemic, property agents can be one of the information centers for housing developers as parties who are in direct contact with potential consumers, both property investors and end user properties, related to new housing developments. It is intended to be a consideration in housing development and the construction of new housing projects. Based on the explanation above, the purpose of this study is to analyze what factors most influence property agents and consumers when choosing new housing in the city of Surabaya during the pandemic based on the perspective of property agents. In addition, to formulate the marketing concept of new housing projects in the city of Surabaya based on the perspective of property agents.

II. METHOD

The research design used is qualitative forecasting using the Delphi method. Then it is weighted using the Analytical Hierarchy Process (AHP) method. After the weighting is done, the formulation of the concept using the Content Analysis Method is used. In general, the research flow can be seen in Figure 1.

There are 5 research variables based on the results of the researcher's case study. Each variable has research indicators that will be measured by researchers into research factors. In detail the research variables can be seen in Table 1.

The data analysis process starts from qualitative forecasting using the Delphi method and weighting using AHP analysis. AHP analysis is carried out in several steps, namely defining the problem and determining the desired solution, creating a hierarchical structure starting with the main objective, creating a paired matrix for each element, defining pairwise comparisons, calculating the eigen value and testing its consistency, calculating the einget factor of each paired comparison matrix, and the last is to check the consistency of the hierarchy. After doing a weighting model, the concept formulation can be done using the content analysis method. In the content analysis process, the criteria that have been analyzed and there are already weighted values are carried out a more in-depth analysis of the criteria according to their weighted values, then given an interpretation so that the formulation of the concept can be obtained.

III. RESULT AND DISCUSSION

Collecting data in this study by distributing online and offline questionnaires. A total of 19 respondent data that have been collected are grouped using the Delphi method with the criteria of leader, manager and principal level. The demographics of the respondents are divided into several groups, namely gend er, position, property agent, marketing area, age, product marketing media, sales achievement for one year. The results showed that the percentage of male respondents was 84.2% higher than that of female respondents, which was 15.8%. Respondents with principal positions have the highest percentage of 47.4% while respondents with manager positions have a percentage of

Table 4.
Order of Percentage of Ease of Access to Housing in Surabaya

Sequence	Ease of Access	Percentage
1	Outskirts of town - In housing - Easy access - Relatively cheaperprices	52,308
2	City center - In residential area - Easy access - Very expensive price	23,077
3	Middle of the city - In the village - Access 2 - The price is relatively not too expensive	15,385
4	Outskirts of the city - In the village - Access is a bit in - Prices are very cheap	9,231
	Total	100,000

Table 5.
Order of Percentage of Housing Developer Brands in Surabaya

Sequence	Housing Developer Brands	Percentage
1	Big Brands - Ordinary Products - Relatively cheaper prices	38,462
2	Small brand - Premium product - Relatively more expensive price	35,385
3	Big Brands - Premium Products - Very expensive prices	16,923
4	Small Brand - Ordinary Product - Very cheap price	9,231
	Total	100,000

21.1%. Property agents at WinMax dominated the questionnaire with a percentage of 42.1%, followed by PropNexx, XavierMarks, Brighton, and RayWhite. The difference in promotion areas can also be seen from the highest percentage in West Surabaya at 47.4%, East Surabaya at 42.1% and South Surabaya at 10.5%. The age of the respondents also varied as seen from the results of the respondents who showed the age of 31-35 and 36-40 by 31.6% and followed by the age of 41-45 years by 15.8%. Sales made by respondents also varied, namely through buying and selling sites (47.4%), friend recommendations (32.6%), and Instagram (15.8%). Finally, unit sales for one year differ for each respondent, indicated by 63.2% of respondents getting more than 10 units, 26.3% of respondents getting 7-9 units, and the lowest percentage is getting 1-3 units (10.5%).

The results of the questionnaire which were analyzed using the Delphi method showed that based on expert judgment from the results of the questionnaires distribution there was one indicator, namely "Discount" based on the variable "Price" which resulted in the percentage of important status being 75%. This indicates that the variable is not consensus. While the other variables are said to be consensus because they are above the 90% cut off. So that all of the criteria and sub-criteria will be used in this study except the discount indicator.

Furthermore, to determine the weight value of a criterion or factor that affects the purchase of a house based on a property agent, the AHP questionnaires and interviews were distributed. The results of the distribution of the AHP questionnaire and interviews were then mapped based on several criteria.

First and foremost, gender. Based on the data in the AHP questionnaire, it is obtained that the demographics of property agents are more male than female. Male property agents are 57.6% and female property agents are 42.4%. Next one is property agent's office.

Based on AHP respondents, the respondents are evenly distributed and cover all brands. Moreover, the age range of 41-45 years ranks first with a percentage of 27.3%, followed by ages 31-35 years (21.2%), 36-40 years (20.2%), over 45 years (18.2%), dams under 30 years (13,1%). From the one year sales achievement, transactions above 12 times have the highest percentage at 48.5 percent. Then the number of transactions 7-9 times with a percentage of 21.6 percent followed by groups of 4-6 times with a percentage of 17.5 percent and 1-3 times with the smallest percentage of 12.4 percent. If you look at the results of the questionnaire, within 1 month there are property transactions. Variety of housing products. Based on the results of interviews with experts, there are 6 categories of variations in housing products, namely based on land area; building area, number of floors; the number of rooms and the price offered. The variety of housing products can be seen from Table 2.

Based on the housing product quality, there are four categories of product which often chosen by prospective customers, namely based on the shape of the building; quality of building materials; and the price offered. The percentage of housing product quality categories can be seen in Table 3. From the housing concept view, minimalist houses have the highest percentage of buyers 41.538%, followed by modern houses (30, 769%), scanadinavian houses (16.923%) and luxury homes (10,769%). The price of housing products is also a consideration for buyers. House prices below 1 billion are more attractive to buyers with a percentage of 38.462, then the range of 1-2 billion). In the home purchase payment system, there are three payment schemes used: cash payments; in-house payment method; and how to pay for Home Ownership Loans (KPR). Mortgage payments were 58.462%, cash in stages (inhouse) 24.615%, and cash 16.923%. Due to limited interaction and other restrictions during the pandemic, the media has become an important tool for property agents in marketing new housing. The advertisements used by property agents can be seen in the Table 4.

The good name, portfolio and brand of housing developers are also one of the respondents' considerations in buying a house. The order of the percentage of housing developer brands in Surabaya can be seen in the Table 5Table 5. Types of buyers can also be divided into two types of buyers, namely: first home buyers (end users) and investment house buyers (investors). The percentage of first houses is 63.077% while investment houses have a percentage of 36.923%. The results of the data processing of the AHP respondents were then analyzed using the AHP model. Regards, the weighting of the AHP model in this study can be seen from Figure 2. Based on the results of the analysis using AHP, it is known that the product variable has the largest weight or is said to be the most important variable with a weight of 0.256. This variable is related to the ability of property agents as a prospective home buyer's perspective in selling a product or form of a house when it will be sold to prospective buyers. Then the variable with the second largest weight is Place with a weight of 0.238. This happens because Place or location is an important factor in buying a property, where a crowded

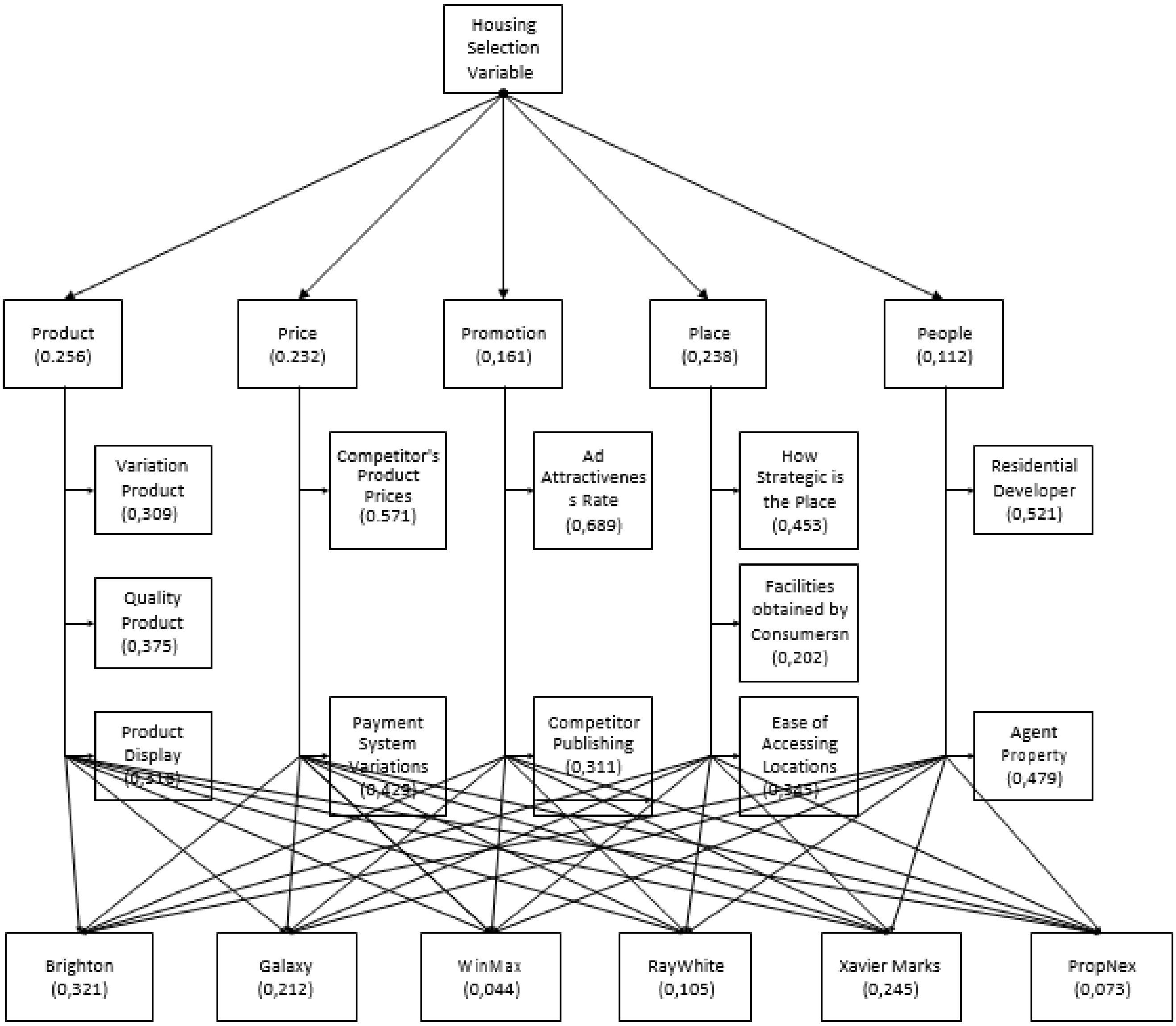

Figure 2. AHP Research Model after processing with the Delphi Method.

environment or strategic location can give the perception that buyers can get easy access to fulfilling life needs, then in the variable with the third largest weight, namely Price or price, the price itself gets third order of respondents with a weight of 0.232. This is because the buyer's perception of buying a house adjusts to their budget, so that the price gets the third largest weight order, in the fourth place there is the Promotion variable with a respondent's weight value of 0.161. Promotion gets fourth place because respondents see that promotion is a point that needs to be done to get potential buyers. And in the last order there are People or people who have a role in selling property with a weight value of 0.121, the ability to sell property from the seller is needed to be able to sell the product. From this study, it was found that the Product variable has the greatest weight and is often chosen to be more important than other factors. While the People variable gets the smallest weight because the respondent feels it is not more important than the other variables. This indicates that the respondent emphasizes the housing product offered by the developer is more important than other variables. The dominant indicator weights in each variable are product quality in the product variable, strategic place obtained from the place variable, competitor product prices in the price variable, ad attractiveness level in the promotion variable, housing developers in the people variable.

According to respondents, it is important in determining the purchase of a house, including: (1) Competitor Product Prices, (2) Ad Attractiveness Level, (3) How Strategic Place is, (4) Payment System Variations, (5) Quality Product. While the indicators that have the least weight of criteria are: (1) Facilities Obtained by Consumers, (2) Competitor Publicity, (3) Property Agents, (4) Housing Developers, (5) Product Variations. The indicator order table shown in Table 6.

Then, when viewed from the respondent's brand side, Property Agents who are considered to have the best performance and are the respondents' choices if they choose a property agent brand to assist in property transactions, respectively, are Brighton with a weight of 0.321, XavierMarks with a weight of 0.245, Galaxy with a weight of

0.212, RayWhite with a weight of 0.105, PropNex with a weight of 0.073, WinMax with a weight of 0.044. After knowing the results of data analysis using the AHP method, then the Content Analysis Method is carried out. This method serves to translate every text and image presented in the study. After knowing the results of data analysis using the AHP method, then the content analysis method is carried out. This method serves to translate every text and image presented in the study. The first is about housing prices. The price of housing in the city of Surabaya during this pandemic period, many are buying houses under 1 billion. This is reinforced by the fact that housing developers launched housing projects priced under 1 billion, the sales rate reached 75%. Seen in the Citraland Northwest project in Pakal District, West Surabaya; Mansion Nine in Lakarsanri District, West Surabaya. Amesta Living in Gununganyar District, East Surabayat; Grand Alana in Gununganyar District, East Surabaya; Regency One in Babatan Pantai, Mulyorejo District, East Surabaya; and Regency One in Pogot, Kedung Cowek, northern Surabaya.

The second is about advertising and housing marketing publicity. Property buying and selling sites are still a property sales portal that is still contributing. Then with the advancement of technology, social media has also become a sales medium with significant sales. In addition, the immediate environment of the buyer, such as recommendations from relatives, colleagues and friends is also significant in the contribution of property sales. The third is regarding the area of housing sales in the city of Surabaya. The west Surabaya area still dominates property marketing because west Surabaya is the prime area for housing developers in developing their newest projects. After that the east Surabaya area then the south Surabaya area then the central Surabaya area and northern Surabaya. Seeing the activity in every region in Surabaya indicates that every region has new home sales, even though there is an imbalance in the percentage.

Fourth, the home purchase payment system. Based on the payment scheme used, the Home Ownership Credit (KPR) payment method is the most favorite payment method, especially for first-time home buyers or end users. Based on interviews with respondents also showed that during these pandemic sales for first homes were very high. This was triggered by subsidies from the government and supported by banks in terms of interest. This is supported by bank interest during the pandemic which is the lowest interest rate in history. So very attractive to first home buyers.

Fifth, product quality is one of the respondents considerations in deciding to buy a house. As for during the pandemic, the quality of the products chosen by the respondents was that houses had an ordinary shape but had high quality. Although the price is relatively more expensive because the price of raw materials has dropped during the pandemic and promos, discounts, bonuses from developers, make respondents choose houses with high quality.

Sixth, ease of access is one of the respondents' considerations in buying a house. The city center location in a housing complex with easy access everywhere and the price is low is the dream of many people. But because of the many limitations, there are several things that must be sacrificed to find the dream home that suits your needs. The ease of access that respondents prefer is that it is not a problem to have a house on the outskirts of the city, but the house must be in a housing complex and access to the city center or trade center, economic center, education center is easy.

Table 6.
Variable Ratings and Indicators in Content Analysis

Sequence	Indicator	Variable	Weighting Results
1	Competitor's Product Prices	Price	0,132
2	Ad Attractiveness Rate	Promotion	0,110
3	Strategic Place	Place	0,108
4	Payment System Variations	Price	0,100
5	Product quality	Product	0,095
6	Ease of Access	Place	0,082
7	Product Display	Product	0,081
8	Product Variations	Product	0,079
9	Residential Developer	People	0,058
10	Property Agent	People	0,054
11	Competitor Publicity	Promotion	0,050
12	Facilities Obtained	Place	0,048
	Total Weight		1,000

Seventh, the concept of housing offered by the developer is also one of the indicators chosen by the respondents. In the city of Surabaya itself, during the pandemic, minimalist concept homes were in great demand, then there was the modern house concept. Scandinavian houses are also starting to be of interest to respondents. Then luxury homes became the respondents' last choice, especially for first home buyers.

Eighth, product variety is also one of the indicators chosen by prospective housing buyers. Meanwhile, during the pandemic, respondents tend to choose houses with medium land area with sizes between $50m^2$ to $72m^2$. Buildings with 2 floors are also preferred with space utilization until there are 3 bedrooms. The availability of a garage or carport for cars is also very important. And most importantly the price can be more affordable.

Ninth, the name of the housing developer's brand is also one of the respondents' considerations in buying a house. If the developer has a big name, potential buyers will choose a developer with a reputation and experience. There is also the role of property agents who are considered to have the best performance and are the respondents' choice to assist in the sale of new homes and/or property transactions.

Based on the explanation above, the price of competitor products ranks first which is of particular concern, this can be a marketing strategy for housing developers in making new housing. The first marketing strategy is to look at competitors' prices whether housing developers can provide more affordable prices than competitors. The second alternative strategy is that housing developers can focus on promotion by making advertisements attractive. The third alternative strategy is the concept of place or location marketing that can make it easier for prospective buyers to get the access they need. The fourth alternative strategy is the variation of the payment system because the ability of everyone is different.

The fifth alternative strategy is product quality with the marketing concept of promoting product quality.

IV. CONCLUSION

Based on the results of the analysis and discussion of this study, several conclusions can be drawn. First, there are several variables and factors that influence respondents' interest in buying a new house. The variables that are the highest consideration for consumers to purchase a new house in the city of Surabaya are Product, place, promotion, people.While the highest factors are product quality, competitor product prices, the level of attractiveness of advertisements, how strategic the place and service people are. Second, there are five main indicators that respondents choose in choosing a house, namely Competitor Product Prices, Ad Attractiveness Level, How Strategic Place is, Payment System Variations, Product Quality. These five indicators are the main factors for respondents in determining suitable housing to buy. Third, the marketing concept that can be made consists of five strategies based on the perspective of a property agent.

The first strategy, special attention in the marketing concept is the Price of Competitors' Products, this can be a marketing strategy for housing developers in making new housing. The second strategy, housing developers can focus on promotion by making attractive advertisements. This is because the advertisement has a psychological effect on potential buyers to find out more about the contents of the advertisement. The third strategy is the concept of place or location marketing, where a strategic location can be the focus of potential buyers in buying a house, a strategic location can make it easier for prospective buyers to get the access they need. The fourth strategy is the variation of the payment system, this is because basically the economic level of each individual is different, and the individual's ability to pay is also different, with the various payment system variations that can give each individual a choice when they want to buy a house by adjusting their abilities. The individual. The fifth strategy is product quality with a marketing concept that puts forward the product, the quality of the product is the main concern in buying a house.

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