Boosting Residential Property Sales with Integrated Marketing Communication Strategies

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ABSTRACT

The rapid urbanisation and population growth occurring in Indonesia have transformed housing patterns, particularly in suburban regions such as Bekasi Regency. As a satellite city near Jakarta, Bekasi presents a unique setting where accessibility, infrastructure expansion, and economic growth converge to shape residential demand. This study explores how Integrated Marketing Communication (IMC) strategies are experienced and interpreted by developers, marketers, and homebuyers in influencing interest toward residential properties. Using a qualitative approach, data were obtained through in-depth interviews and focus group discussions, and were then analysed thematically with NVivo software. Participants described the growing role of artificial intelligence (AI) and big data analytics in everyday marketing practice—particularly in identifying consumer behaviour patterns, refining message personalisation, and improving digital responsiveness. The narratives also revealed that macroeconomic and policy contexts, such as shifting interest rates, government housing incentives, and credit accessibility, deeply affect how consumers perceive value and trust in property brands. The findings highlight that IMC functions as a relational and interpretive process, enabling trust, emotional resonance, and message coherence across platforms. This study offers contextual insights into how marketing communication, technology adoption, and economic forces intertwine in shaping the lived experiences of Indonesia's suburban property market.

INTRODUCTION

Indonesia's real estate sector has experienced significant growth in recent years, driven by rapid urban development, economic advancement, and increasing consumer demand for homes, especially in suburban areas like Bekasi Regency (Hussain et al., 2021). Bekasi Regency, located as a neighbouring city to Jakarta, has become one of the most attractive areas for property investment due to its favourable location, ongoing infrastructure improvements, and growing industrial sector (Widjaja & Santoso, 2024). Despite these opportunities, real estate developers face various challenges, including intense market competition, changing consumer preferences, and the increasing importance of digital marketing in purchasing decisions (Yang et al., 2022). However, in addition to these advantages, real estate developers face increased difficulties in attracting potential buyers due to strong competition, changing consumer preferences, and economic unpredictability (Limakrisna, 2023).

Integrated Marketing Communication (IMC) strategies have gained increased significance in conveying value propositions effectively and building consumer trust (Keller, 2022). This study explores how Integrated Marketing Communication (IMC), evaluated through the Theory of Planned Behaviour (TPB) and the AIDA model, influences consumer behaviour and their willingness to make purchases. The Theory of Planned Behaviour (TPB) explains how people's attitudes, social norms, and their sense of control over their actions affect their intentions to buy (Sok et al.,

2021). In contrast, the AIDA model illustrates the stages consumers experience, starting from awareness and progressing to taking action (Jiang et al., 2023). Together, they offer a comprehensive framework to assess how well marketing influences major buying decisions, like purchasing real estate.

Macroeconomic and Regulatory Environment

In 2023, Indonesia's real estate market underwent notable changes due to economic factors and actions taken by the government. Acknowledging the significant impact of this sector on the wider economy, entities like the government and Bank Indonesia (BI) implemented several initiatives to promote growth (Bank Indonesia, 2023). One of the main policies introduced in 2021 was the Value-Added Tax Borne by the Government (PPN-DTP) program, which provides tax benefits for first-time homebuyers purchasing properties priced at up to IDR 2 billion (Bank Indonesia, 2022; Statistics Indonesia, 2023). This initiative, along with BI's easing of the Loan-to-Value (LTV) ratio to 100%, successfully boosted property demand and continued to have an impact after its initial end in 2022.

In November 2023, the government reinstated the PPN-DTP program, prolonging its advantages until December 2024 (Ministry of Finance of Indonesia, 2023). Although the incentive applies to properties valued at up to IDR 5 billion, the tax relief is restricted to a purchase price of IDR 2 billion for each unit (Ministry of Finance of Indonesia, 2023). Data from the last incentive period indicate that these policies positively impacted industries related to real estate, including construction and consumer spending (Bank Indonesia, 2022; Statistics Indonesia, 2023). Figures 1 and 2 illustrate the economic expansion within these sectors following policy interventions.
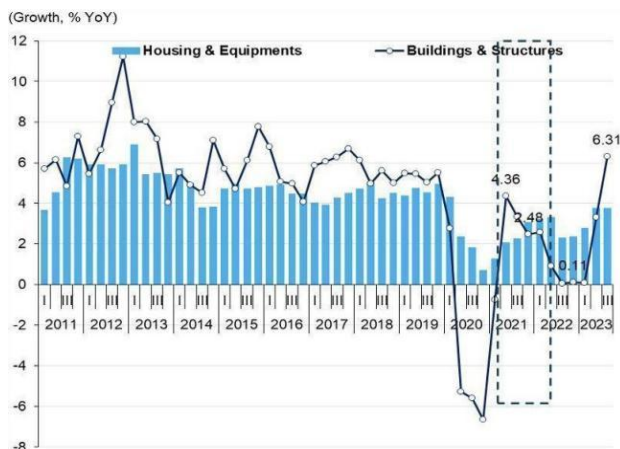

Chart 1:   Expenditure Growth - Housing Consumption and Building
            Investment BPS RI, Analysis The Indonesia Economic Intelligence, 2023 [source]
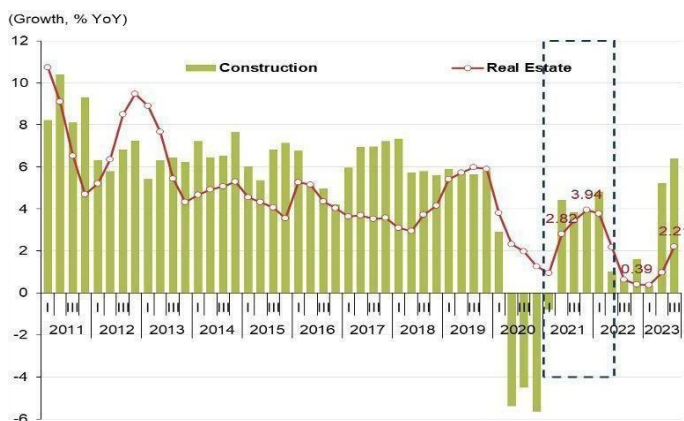

Chart 2:   GDP Growth Sector - Construction and Real Estate
            BPS RI, Analysis The Indonesian Economic Intelligence, 2023 [source]

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.
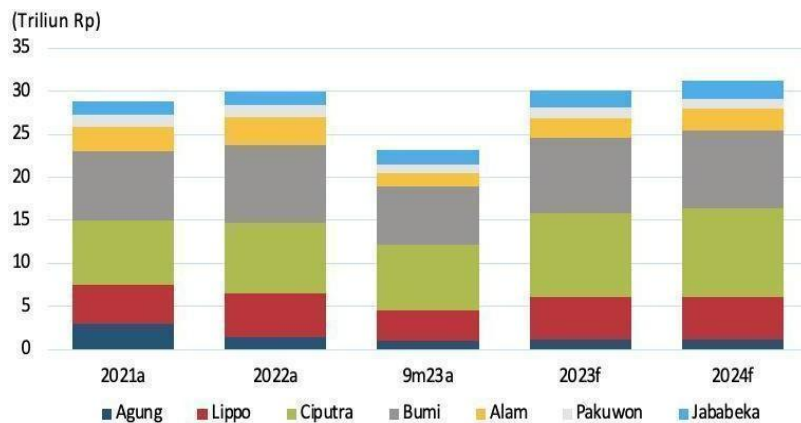

Chart 3:   Property Sales Development - Indonesia Big Developers
S&P, 2023 [source]

Despite these opportunities, difficulties remain. The housing shortage in Indonesia continues to affect close to 9.9 million families, with approximately 700,000 to 800,000 new households requiring accommodation annually (Statistics Indonesia, 2023). In response to this issue, candidates in the 2024–2029 elections have pledged to construct two million housing units each year, thereby doubling the previous initiative of "One Million Houses" (Ministry of Public Works and Housing, 2023). Nevertheless, challenges such as increasing land costs, restricted access to affordable funding, and a shortage of skilled developers present considerable barriers (World Bank, 2023).

To maintain growth in the sector, it is important to have inclusive policies and work together effectively. Stronger collaborations among the government, financial institutions, and private developers, along with specific incentives and better access to mortgages, are essential. These approaches will improve the provision of high-quality and affordable housing, promoting a more resilient and inclusive real estate market in Indonesia (Widjaja & Santoso, 2023).

Integrated Marketing Communication in Real Estate
Integrated Marketing Communication (IMC) has developed into a crucial approach in the real estate sector to enhance consumer involvement and influence purchasing decisions. IMC combines different promotional methods, including digital marketing, advertising, public relations, and sales promotions, to create a consistent and persuasive brand message (Keller, 2022).

For PT Refaro Central Propertindo, utilising IMC strategies is expected to enhance interest in buying residential properties by clearly communicating the value offered to specific consumers (Kristanto & Maulidini, 2024). Recent studies indicate that buyers are relying more on online platforms, social media, and engaging marketing materials when considering real estate purchases. This trend underscores the importance for developers to adopt marketing strategies that utilise data and operate across multiple channels (Hereyah & Faradella, 2020). Furthermore, developers must find a balance between conventional and digital marketing techniques to enhance customer interaction, increase brand awareness, and boost sales conversions (Widjaja & Santoso, 2024).

This study aims to analyse how Integrated Marketing Communications (IMC) influences the increase of interest in purchasing residential properties in Bekasi Regency, specifically regarding PT Refaro Central Propertindo. This study seeks to provide insights into how real estate companies can improve their marketing strategies in a competitive market by examining the effectiveness of different Integrated Marketing Communication (IMC) channels and approaches (Hussain et al., 2021). Additionally, the study will examine patterns of consumer behaviour and the impact of digital marketing trends on decisions related to purchasing properties (Seagraves, 2023).

Integrated Marketing Communication in Indonesia
This study is founded on the Integrated Marketing Communications (IMC) framework. This framework brings together different promotional methods, such as digital marketing, advertising, public relations, and sales promotions, to create a unified and convincing message for the brand (Keller, 2022). While Indonesia's digital environment is growing, the promotion of rural real estate has not been fully analysed. Bekasi offers a unique scenario due to its proximity to Jakarta, the rising demand from the middle class, and continuous infrastructure developments, which render it an important site for analysing the effectiveness of integrated marketing communications in suburban regions (Widjaja & Santoso, 2024).

The Integrated Marketing Communication (IMC) framework highlights the need to coordinate various promotional tools to create a seamless and consistent brand message across multiple channels (Keller, 2021). This approach enhances consumer involvement and brand value by combining advertising, public relations, direct marketing, social media, and sales promotions into a unified strategy (Keller, 2022).

As indicated by Suryo et al. (2023), IMC plays a critical role in making sure that marketing efforts work together rather than independently. The framework relies on communication that focuses on the consumer, allowing businesses to tailor their messages according to the preferences and behaviours of their target audience (Rehman et al., 2022). Additionally, Kerr et al. (2023) highlight that Integrated Marketing Communication (IMC) helps businesses maintain brand consistency and enhance brand recall, which is particularly important in competitive industries like real estate.

Theory of Planned Behaviour (TPB)
The Theory of Planned Behaviour, developed by Ajzen (2020), explains how an individual's intentions related to actions are influenced by their attitudes, social norms, and their perceived ability to control those actions. As stated by Sok et al. (2021), the Theory of Planned Behaviour (TPB) is particularly useful for predicting buying decisions in significant areas such as real estate. The model shows that positive feelings about a property, social factors (like suggestions from family or friends), and the belief that buying is easy significantly impact purchasing decisions (Sok et al., 2021).

Recent studies highlight how digital marketing influences consumer perceptions and their sense of control over their behaviours (Kerr et al., 2023). By using online reviews, virtual tours, and interactive platforms (Reza & Kristanto, 2024), PT Refaro Central Propertindo can enhance consumer confidence and influence buying decisions.

Theory of Awareness, Interest, Desire, and Action (AIDA)
The AIDA model, developed by Lewis (1898) and improved over time, remains an essential tool in marketing communication. It outlines the four stages of consumer involvement: Attention, Interest, Desire, and Action. As stated by Jiang et al. (2023), AIDA is particularly relevant in digital marketing, where strategies for content are crucial for attracting and keeping consumer attention.

Recent applications of AIDA in the real estate sector show that eye-catching advertisements, engaging narratives, and personalised offers help move consumers from being aware to making a purchase (Jiang et al., 2023). Mbura & Kagoya (2021) further emphasise that integrating AIDA with IMC strategies guarantees that marketing communications efficiently guide prospective buyers through the decision-making process.

By combining the TPB and AIDA models, this study provides a comprehensive perspective on how marketing communication influences the purchase of residential properties in Bekasi Regency (Kusuma et al., 2024). The Integrated Marketing Communication (IMC) model emphasises the significance of aligning different promotional methods to create a seamless and uniform brand message throughout various platforms (Keller, 2021). This approach enhances customer involvement and brand value by merging advertising, public relations, direct marketing, social media, and sales promotions into a unified strategy (Keller, 2022).

This research aims to investigate the subsequent research inquiries utilising a qualitative methodology:
1. How does PT Refaro Central Propertindo maintain uniformity in its brand communication across both traditional and digital integrated marketing communication channels?

2. How do digital marketing tools like social media, virtual tours, and AI-driven analytics affect buyer involvement and their sense of control when making purchasing choices?
3. What organisational and market-related difficulties limit the effectiveness of integrated marketing communication, and how does the marketing team address these issues?

The rapid expansion of urban areas in regions like Bekasi Regency has increased competition among residential property developers. Since traditional marketing techniques produce fewer results, it is crucial to understand how Integrated Marketing Communication (IMC) strategies affect consumer purchasing interest (Keller, 2022). This study investigates the impact of integrated marketing communication tools, viewed through the lenses of the Theory of Planned Behaviour (TPB) and the AIDA model, on the buying choices of consumers in Indonesia's evolving real estate market. The broader policy structure that supports this market is detailed in the subsequent background section (Keller, 2022).

The results of this research will contribute to the existing knowledge on real estate marketing and Integrated Marketing Communication (IMC) strategies, offering practical recommendations for developers aiming to improve their marketing efforts. As the real estate market evolves, adopting a comprehensive marketing strategy can be essential for strengthening brand awareness, fostering customer confidence, and ultimately improving sales performance (Wu et al., 2024).

METHODS

This study adopts a qualitative research design, utilising in-depth interviews and focus group discussions (FGDs), in accordance with Creswell (2021). Interviews were conducted with marketing managers, sales representatives, and customers of PT Refaro Central Propertindo. FGDs were held with real estate experts and prospective homebuyers to gather diverse insights into integrated marketing communication (IMC) strategies. In addition, secondary data were collected from corporate reports, promotional materials, and market research publications (Poth & Shannon-Baker, 2022).

Although the Theory of Planned Behaviour (TPB) and AIDA model are traditionally applied in quantitative research, this study employs a qualitative approach to capture the nuanced and context-specific perspectives of marketing professionals and homebuyers (Creswell, 2021). This method facilitates a deeper understanding of how individuals interpret meaning, form emotional connections, and experience the homebuying process—elements that are not easily quantifiable (Poth & Shannon-Baker, 2022). The qualitative approach is particularly relevant in suburban Indonesian contexts, where consumer behaviour is shaped by distinctive social, cultural, and infrastructural dynamics (Widjaja & Santoso, 2024).

Data Informants
Purposive sampling was employed to select participants based on their direct involvement in real estate marketing or their active interest in purchasing residential property. Inclusion criteria focused on marketing professionals and potential buyers within the Bekasi region, while individuals not currently engaged in property-related activities were excluded from the study. The sample consisted of six semi-structured interviews with executives and marketing personnel from PT Refaro Central Propertindo, as well as two FGDs involving prospective buyers and real estate practitioners. Data saturation was determined when no new themes emerged during the final interviews, indicating redundancy in the data collected (Creswell, 2021).

Informant	Job Position
RF	Director
RW	Director
NH	Marketing Leader
SL	Business Development Leader
RR	Digital Marketing
S	Property Consultant

Table 1:   Matrix of Informants
Informants (2025) [source]

Participants included marketing professionals, sales teams, and both current and potential customers. The primary objective was to explore the effectiveness of IMC strategies in influencing consumer decision-making in the residential property market of Bekasi Regency (Areo, 2024).

Data Analysis

Data were analysed using thematic analysis to identify recurring patterns and significant themes within the qualitative data (Braun & Clarke, 2022). Thematic coding was conducted with the aid of NVivo software to systematically organise interviews and FGD transcripts (May & Perry, 2022). To ensure the reliability and credibility of the findings, triangulation was performed by cross-verifying information from multiple data sources (Flick, 2024).
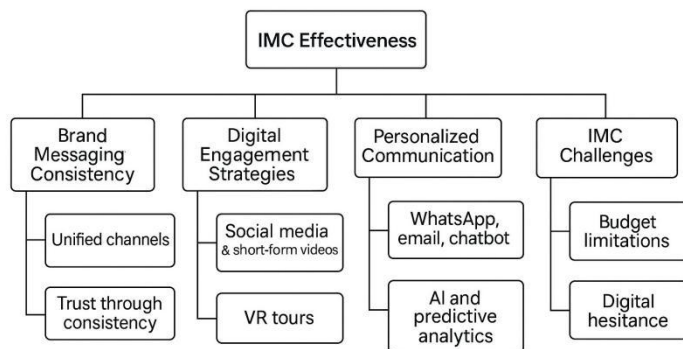

Chart 4:   Coding Tree Structure
Processed from primary data (2025) [source]

RESULTS AND DISCUSSION

Interviews conducted with five sales marketing representatives at PT Refaro Central Propertindo and one property sales consultant revealed that Integrated Marketing Communication (IMC) plays a pivotal role. Respondents emphasised that combining traditional and digital marketing approaches enhances customer engagement and strengthens brand awareness (Jayaweera & Farooq, 2023). Maintaining consistent messaging across platforms was seen as essential for building consumer trust and accelerating the decision-making process (Khoiriyah, 2024).

Thematic analysis conducted using NVivo 12 software revealed four primary themes: (1) consistency in brand messaging, (2) digital engagement strategies, (3) personalised communication and lead conversion, and (4) challenges in implementing IMC. These themes emerged from six semi-structured interviews and two focus group discussions (FGDs) involving directors, marketing leaders, and property consultants. To ensure depth and context, direct quotes were integrated to reflect the tone and perspectives of the informants (Braun & Clarke, 2022).

Brand Messaging Consistency Across Channels	Unified traditional and digital platforms	*"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)
	Trust-building through consistent communication	*"Maintaining message consistency fosters trust and speeds up decision-making."* – NH (Marketing Leader)
Digital Engagement Strategies	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)
	Virtual tours and immersive tools	*"We use VR walkthroughs and video storytelling to create an immersive experience."* – SL. (Business Development)
	Retargeting and SEO strategies	*"Retargeting keeps us connected to people who visited the site but didn't decide."* – RR.
Personalised	WhatsApp, email, and AI chatbots	*"We stay in direct contact through WhatsApp Business. It builds trust."* – S (Property Consultant)

Communication and Lead Conversion	Data-driven targeting	*"AI-driven analytics let us predict who's ready to buy and send tailored messages."* – RR.
Challenges in IMC Implementation	Budget and platform overload	*"Advertising costs are rising. And with so many platforms, consistency is hard to maintain."* – NH.
	Consumer hesitation and digital scepticism	*"People still want to see the property in person. They're not ready to buy based on a website alone."* – RR.

Table 2:   Thematic Framework
Developed from in-depth interviews and focus group data [source]

Effectiveness of IMC Strategies

When asked how PT Refaro Central Propertindo utilises 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 behaviour (Kristanto & Maulidini, 2024).

Another participant (NH) elaborated on personalised 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 emphasise transparency, credibility, and consistent branding (Limakrisna, 2023). Personalised 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, 2020).

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 personalised 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 optimise 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 personalised, direct communication, building trust, and strengthening relationships (Kusuma et al., 2024). This supports Jiang et al.'s (2023) findings that immediate and customised communication increases conversion rates in real estate sales.

RR further shared:

> "We use AI-driven analytics to track user behaviour, predict buying intent, and personalise 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:

> "To enhance competitiveness and long-term sustainability in the real estate market, developers are encouraged to adopt a more integrated strategic approach. One important effort involves improving financing options by designing tailored mortgage products in collaboration with financial institutions, allowing greater accessibility for diverse consumer segments. Simultaneously, developers are urged to implement sustainable development principles, incorporating green building designs and environmentally friendly materials to respond to the rising demand for eco-conscious living spaces. The integration of artificial intelligence (AI) and big data analytics also plays a transformative role, enabling predictive insights that optimise pricing strategies and improve the precision of customer targeting. Moreover, strengthening public–private collaboration is essential, particularly through partnerships with government agencies and financial institutions to advance affordable housing programs and policy-based initiatives. Collectively, these strategies foster a more inclusive, resilient, and technology-driven housing ecosystem capable of meeting both market demands and sustainability objectives."

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

TPB Element	Empirical Evidence	Manifestation
Attitude	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 favourable purchase evaluations.
Subjective Norm	S emphasised the influence of social media, influencer endorsements, and testimonials.	Social cues from online communities and influencer reviews shaped buyer preferences and buying pressure.
Perceived Behavioural Control	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.
Intention to Purchase	NH and RR highlighted the success of targeted, personalised communication via digital platforms.	Increased intention driven by effective targeting, ease of access to information, and consistent messaging.

Table 3:   TPB Empirical Findings
　　　　　Processed from informants (2025) and Sok et al. (2021) [source]

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

Table 4:   AIDA Empirical Findings
　　　　　Processed from informants (2025) and Jiang et al. (2023) [source]

The findings strongly align with the Theory of Planned Behaviour (TPB). Engaging content and consistent messaging shaped positive attitudes (Attitude), while digital reviews and testimonials influenced social norms (Subjective Norm). Tools such as VR and AI-powered chatbots enhanced users' perceived behavioural control, leading to stronger purchase intentions (Sok et al., 2021).

The AIDA framework was also clearly reflected in the marketing strategy (Jiang et al., 2023). Visually compelling social media content captured Attention, persuasive storytelling and testimonials generated Interest, customised offers sparked Desire, and omnichannel campaigns facilitated Action. The dual application of TPB and AIDA reinforces the strategic coherence and effectiveness of PT Refaro Central Propertindo's IMC efforts. Notably, participants mentioned digital fatigue and increasing consumer scepticism. Overexposure to online ads was reported to diminish engagement, reinforcing the need for hybrid marketing approaches that blend digital innovation with tangible experiences.

Indonesia's real estate market is influenced by a dynamic interaction of macroeconomic conditions and government policies that shape both consumer confidence and developer strategies. Participants in this study noted that fluctuations in Bank Indonesia's benchmark interest rates directly affect mortgage affordability and property investment behaviour. Lower interest rates encourage greater participation among homebuyers, while credit tightening tends to slow transactions. In addition, Bayhaqi et al. (2024) found that subsidised mortgage programs (KPR Bersubsidi) significantly affect low-income housing outcomes in Perumnas' Samesta Pasadana project. Government initiatives—such as subsidised mortgage programs (KPR Bersubsidi) and the One Million Houses development scheme—continue to

stimulate demand within the middle- and lower-income segments. Fiscal policies, including housing tax incentives and mortgage interest subsidies, further enhance consumer purchasing power (Bayhaqi et al., 2024). From a qualitative perspective, informants described these macroeconomic and policy factors as enablers that complement Integrated Marketing Communication (IMC) strategies, allowing developers to align promotional messages with economic optimism and government-driven incentives.

The integration of artificial intelligence (AI) and big data analytics has also emerged as a transformative force within PT Refaro Central Propertindo's IMC framework. Participants explained that predictive analytics are used to interpret consumer behaviour patterns, while data clustering helps segment potential buyers based on lifestyle, income, and digital interaction. AI-driven tools such as chatbots and customer relationship management (CRM) systems streamline communication, improve responsiveness, and personalise marketing outreach (Rachman et al., 2024). Collectively, these technologies not only enhance operational efficiency but also deepen emotional and informational connections between brands and consumers, reinforcing trust and engagement throughout the home-buying journey.

CONCLUSION

The findings of this study underscore the critical role of Integrated Marketing Communication (IMC) in stimulating consumer interest in residential property purchases within Bekasi Regency. IMC strategies—particularly those incorporating digital marketing tools and personalised engagement—have proven effective in enhancing brand visibility, fostering consumer trust, and ultimately increasing sales conversions. The results demonstrate that a strategic blend of traditional and digital marketing channels contributes to a more cohesive and persuasive communication approach that resonates with prospective buyers.

However, several challenges persist. Market saturation, rising advertising costs, and the demand for consistent branding across multiple platforms necessitate continuous strategic refinement. The digital transformation of the real estate sector, including the adoption of artificial intelligence (AI)-driven marketing tools, presents valuable opportunities to optimise customer targeting and engagement. Furthermore, the implementation of omnichannel strategies offers potential to seamlessly integrate online and offline interactions, thereby delivering a more holistic and unified customer experience.

From a theoretical standpoint, the application of the Theory of Planned Behaviour (TPB) alongside the AIDA (Attention, Interest, Desire, Action) model provides a comprehensive framework for understanding consumer behaviour in real estate decision-making. TPB suggests that purchase intentions are shaped by consumers' attitudes toward the property, perceived social norms, and their assessment of the ease of acquisition. Similarly, the AIDA model emphasises the importance of constructing engaging and well-structured marketing communications that guide consumers through the stages from awareness to purchase.

When IMC strategies are effectively aligned with both TPB and AIDA frameworks, they can significantly enhance consumer engagement and drive purchasing decisions. PT Refaro Central Propertindo's focus on digital strategies has yielded positive outcomes; however, the company must proactively address emerging concerns, such as digital fatigue and consumer scepticism, to sustain long-term effectiveness.

In conclusion, PT Refaro Central Propertindo can strengthen its market position by further refining its IMC strategies, embracing data-driven marketing approaches, and remaining agile in response to shifting consumer behaviours. Future research may investigate the enduring impact of digital marketing and AI technologies on real estate marketing efficacy, thereby contributing to a deeper understanding of consumer dynamics in an increasingly competitive environment.

Practical Recommendations

Real estate marketers in suburban regions should integrate digital platforms with in-person touchpoints to foster trust and enhance the buyer journey. The adoption of AI technologies and customer relationship management (CRM) systems is essential for accurate targeting and behavioural prediction. Marketing efforts should prominently feature sustainable and environmentally conscious property attributes to appeal to modern buyers. Ensure consistency across all

communication channels, including advertising materials, social media platforms, and on-site interactions. Future research should explore the long-term effects of digital IMC strategies and AI-enabled tools on consumer behaviour, particularly within the context of suburban property markets.

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