

Modern and Postmodern Marketing Approaches to Consumer Loyalty in Case of Indonesia Real Estate Developer

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Abstract : The development of property businesses in the metropolitan area is growing rapidly forcing big real estate developers to come up with various strategies in winning the heart of consumers. This empirical research is focusing on how the two schools of marketing thoughts; namely, Modern and postmodern marketing employed by the preceding developers to retain consumers' commitment toward their prospective brands. The data was collected from three different properties of PT. Intiland Tbk using accidental sampling technique. The data of 600 respondents was then put into Structural Equation Model (SEM). The result of the study suggests that both schools of thought can equally produce commitment and loyalty of consumers; however, the difference lays where the loyalty belongs to. The first is more toward developer's brand and the latter is more toward the co-creation value of the housing community.

Keywords : consumer loyalty, consumer commitment, knowledge sharing platform, marketing mix

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