

Boosting Residential Property Sales with Integrated Marketing Communication Strategies

ABSTRACT

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The increasing demand for suburban housing in Indonesia, driven by urban expansion and rising middle-class aspirations, has intensified competition among real estate developers. This study investigates how Integrated Marketing Communication (IMC) strategies influence consumer interest in purchasing residential property in Bekasi Regency, a fast-growing suburban area. Using a qualitative design, data were collected through in-depth interviews and focus group discussions involving marketing professionals, developers, and prospective buyers at PT Refaro Central Propertindo. The analysis integrates the Theory of Planned Behavior (TPB) and the AIDA (Attention, Interest, Desire, Action) model to explore both psychological drivers and communication dynamics. Findings reveal that consistent messaging, immersive digital tools (e.g., virtual tours, AI chatbots), and personalized engagement significantly affect buyer attitudes, social norms, and perceived control ultimately enhancing purchase intention. The application of AIDA further explains how IMC guides consumers through each stage of the decision-making process. This study offers a novel contribution by combining TPB and AIDA in a real estate context, providing deeper insights into consumer behavior and communication strategy effectiveness. Practically, the research recommends hybrid IMC approaches that integrate digital innovation with trust-building offline experiences. These findings are particularly relevant for developers targeting suburban markets in Indonesia and other emerging economies.

Keywords: Consumer Behavior; Integrated Marketing Communication; Purchase Interest; Residential Property.

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INTRODUCTION

Indonesia's real estate sector has experienced remarkable growth in recent years, fueled by rapid urbanization, economic advancement, and rising demand for housing. Suburban areas like Bekasi Regency have become highly attractive for property investment due to strategic location, infrastructure upgrades, and industrial expansion (Widjaja, 2024). Despite this, a significant mismatch persists between supply and consumer interest, reflected in the housing backlog affecting nearly 9.9 million families (Statistic Indonesia, 2023). Real estate developers now face heightened challenges, such as

saturated markets, shifting consumer expectations, and the urgent need to communicate value propositions more effectively (Limakrisna, 2023).

This research addresses the growing complexity of consumer behavior in the Indonesian suburban real estate market. Previous studies Keller (2022), (Limakrisna, 2023). have discussed IMC effectiveness in general business sectors, but very few have applied behavioral theories such as TPB and AIDA in the residential property domain, especially in the suburban context like Bekasi. Phenomenologically, there is a rising mismatch between high property supply and low buyer commitment in suburban areas, caused by digital marketing saturation, consumer skepticism, and inconsistent messaging. By applying TPB and AIDA, this study explores not only how IMC strategies are communicated, but also how they are cognitively and emotionally processed by prospective buyers providing both theoretical depth and practical relevance.

This phenomenon underscores the urgency of studying Integrated Marketing Communication (IMC) as a strategy to influence residential property purchasing decisions. Existing studies Keller (2022); Hussain, et. al (2021) confirm that IMC improves consumer trust and purchase intent. However, few studies have thoroughly examined how IMC is practiced in Indonesia's suburban real estate contexts, especially involving rapidly urbanizing satellite cities like Bekasi. Additionally, previous research lacks a comprehensive integration of psychological behavior models such as Theory of Planned Behavior (TPB) and AIDA in explaining IMC outcomes.

The selection of PT Refaro Central Propertindo in Bekasi Regency as the research object is intentional and grounded. Bekasi, unlike Jakarta or Surabaya, presents a unique hybrid market urban infrastructure with suburban characteristics, diverse buyer demographics, and a rising middle-class segment. PT Refaro Central Propertindo serves as an ideal case due to its notable shift toward digital engagement tools, adoption of immersive technologies like VR tours, and its IMC experimentation combining traditional and digital platforms (Kristanto & Maulidini, 2024). This makes the firm a compelling subject to study how IMC adapts in response to market complexity.

Several research gaps are evident in the existing literature. Many studies (Rehman, et. al., 2022), Hereyah & Faradellan (2022), have explored IMC in broader contexts such as retail or e-commerce but rarely in residential real estate. Moreover, those that examined IMC in real estate often stop at surface-level analysis, neglecting the mediating role of consumer attitudes or the interplay between IMC elements and consumer decision-making stages. Suryo et al., (2023), found IMC effective for brand recall but did not investigate psychological determinants like intention and perceived control. Mbura & Kagoya (2021), highlighted IMC's role in Tanzania's housing market, yet without connecting it to models like TPB or AIDA. Kusuma et al. (2024) discussed digital IMC's rise but lacked empirical exploration into buyer trust and emotional responses.

In contrast, this study proposes a more integrative perspective applying TPB to understand consumers' intention formation, and AIDA to map how marketing messages progress from awareness to action. No prior study in Indonesia's suburban real estate market has explicitly employed both models to analyze IMC effectiveness, making this investigation both timely and novel.

This study differs from prior research in three key ways: It combines two behavioral models TPB and AIDA in one integrated analytical framework, offering a dual-layer perspective (communication sequence and psychological factors). It applies this framework in a suburban real estate setting, an area underrepresented in both Indonesian and international IMC literature. It provides qualitative, real-world insights from both developers and prospective buyers in a single case study (PT Refaro Central Propertindo).

In conclusion, there is a clear gap in the literature regarding how integrated marketing strategies shape consumer decisions in real estate, especially within dynamic suburban environments like Bekasi. This study aims to bridge that gap by analyzing the role of Integrated Marketing Communication (IMC) in influencing residential property purchase decisions at PT Refaro Central Propertindo, Bekasi Regency. The novelty of this research lies in its dual-framework approach, employing both the Theory of Planned Behavior (TPB) and the AIDA model to comprehensively assess how IMC impacts buyer psychology and behavior. By offering empirical evidence from a real-world case, this study contributes new insights into how IMC strategies can be optimized to address Indonesia's evolving real estate challenges.

This research aims to investigate the subsequent research inquiries utilizing 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 organizational 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 Behavior (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.

LITERATURE REVIEW

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, utilizing 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 utilize data and operate across multiple channels (Hereyah & Faradella, 2022). Furthermore, developers must find a balance between conventional and digital marketing techniques to enhance customer interaction, increase brand awareness, and boost sales conversions (Widjaja., 2024).

This study aims to analyze 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 on 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 behavior 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 analyzed. 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

analyzing the effectiveness of integrated marketing communications in suburban regions (Widjaja., 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 behaviors of their target audience (Rehman, et al., 2022). Additionally, Kerr at 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 Behavior (TPB)

The Theory of Planned Behavior, developed by Ermanings & Masnita (2025), 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 Behavior (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 behaviors (Kerr at 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 personalized offers help move consumers from being aware to making a purchase (Jiang et al., 2023), Mbura & Kagoya (2021), further emphasize 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 emphasizes 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).

METHODOLOGY

This study adopts a qualitative research design, utilizing 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, 2022)

Although the Theory of Planned Behavior (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, 2022). The qualitative approach is particularly relevant in suburban Indonesian contexts, where consumer behavior is shaped by distinctive social, cultural, and infrastructural dynamics (Widjaja., 2024).

Data Collection and Sampling

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 five semi-structured interviews with executives and marketing personnel from PT Refaro Central Propertindo, as well as one FGDs involving real estate practitioners. Data saturation was determined when no new themes emerged during the final interviews, indicating redundancy in the data collected (Creswell, 2021).

Table 1. Matrix of Informants

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

Source: Processed from primary data (2025)

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 (Kodrat, 2023).

Data Analysis

Data were analyzed 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 organize 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).

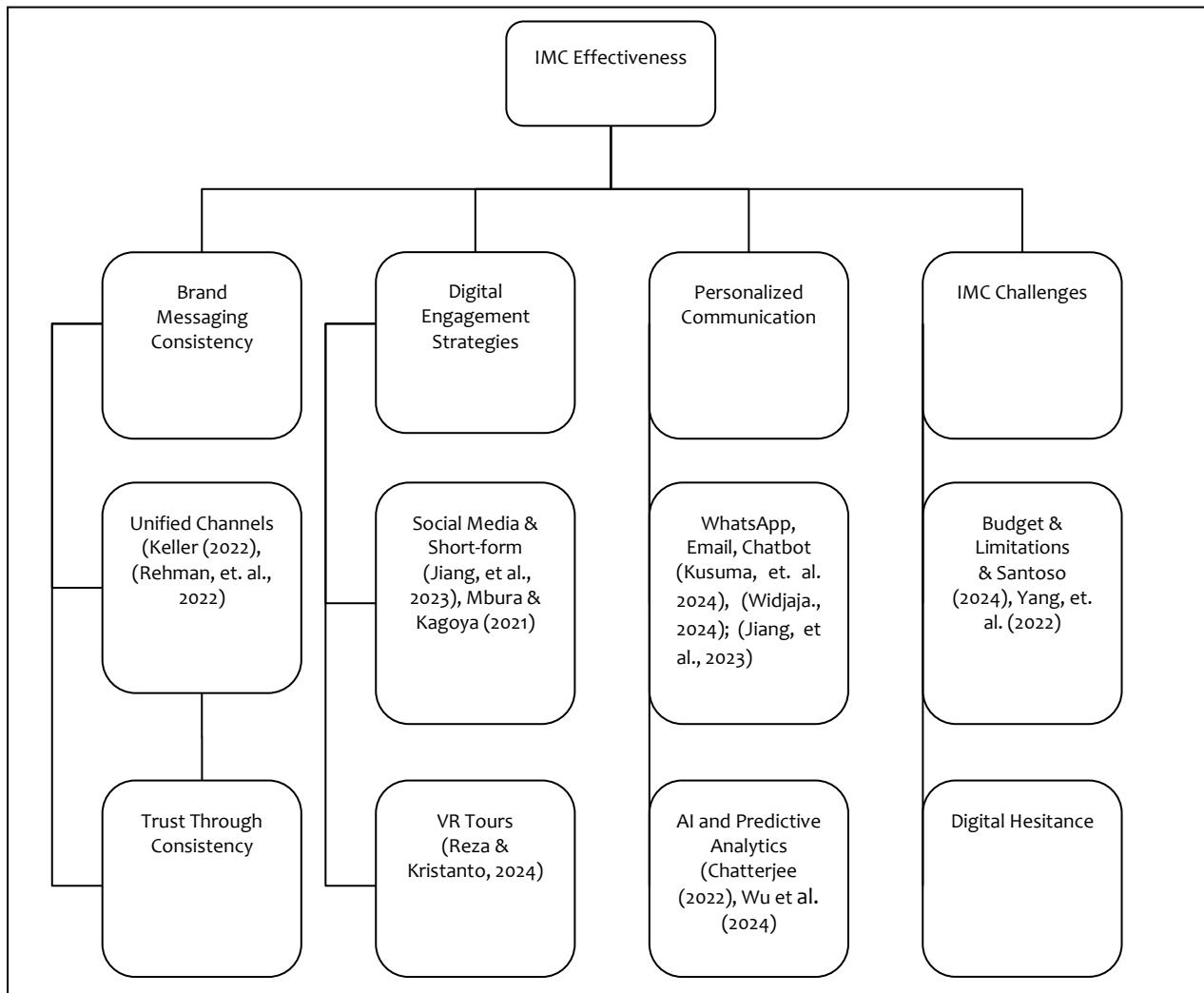


Figure 4. Coding Tree Structure
Source: Processed from primary data (2025)

RESULTS

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 in shaping residential property purchasing decisions. Respondents emphasized 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) personalized 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. Data saturation was achieved after the sixth interview, when no new codes were identified. To ensure depth and context, direct quotes were integrated to reflect the tone and perspectives of the informants (Braun & Clarke, 2022)

Table 2. Thematic Framework

Theme 1 Brand Messaging Consistency Across Channels	Subtheme 1.1 Unified traditional and digital platforms	<i>“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)</i>
	Subtheme 1.2: Trust-building through consistent communication	<i>“Maintaining message consistency fosters trust and speeds up decision-making.” – NH (Marketing Leader)</i>
Theme 2 Digital Engagement Strategies	Subtheme 2.1 Use of social media and short-form content	<i>“TikTok, Instagram, and Facebook play a huge role. One 15-second video can change everything.” – RR (Digital Marketing)</i>
	Subtheme 2.2 Virtual tours and immersive tools	<i>“We use VR walkthroughs and video storytelling to create an immersive experience.” – SL (Business Development)</i>
	Subtheme 2.3 Retargeting and SEO strategies	<i>“Retargeting keeps us connected to people who visited the site but didn’t decide.” – RR</i>
Theme 3 Personalized Communication and Lead Conversion	Subtheme 3.1 WhatsApp, email, and AI chatbots	<i>“We stay in direct contact through WhatsApp Business. It builds trust.” – S (Property Consultant)</i>
	Subtheme 3.2 Data-driven targeting	<i>“AI-driven analytics let us predict who’s ready to buy and send tailored messages.” – RR</i>
Theme 4 Challenges in IMC Implementation	Subtheme 4.1 Budget and platform overload	<i>“Advertising costs are rising. And with so many platforms, consistency is hard to maintain.” – NH</i>
	Subtheme 4.2 Consumer hesitation and digital skepticism	<i>“People still want to see the property in person. They’re not ready to buy based on a website alone.” – RR</i>

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 (Kodrat, 2023).

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.

“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: (1) Improve Financing Options: Offer tailored mortgage products in collaboration with financial institutions. (2) Implement Sustainable Development: Incorporate green building designs to meet growing environmental demands. (3) Leverage AI and Big Data: Use predictive analytics to optimize pricing and customer targeting. (4) Strengthen Public-Private Collaboration (5) 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, 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.

DISCUSSION

Empirical Findings

Table 3. TPB 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 favorable purchase evaluations.
Subjective Norm	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.
Perceived Behavioral 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, 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)

Table 4. AIDA Empirical Findings

AIDA Stage	Empirical Evidence	Manifestation
Attention	RR explained the effectiveness of Instagram, Facebook, TikTok, and SEO-optimized content.	Bright visuals, short-form videos, and high visibility drew consumers into awareness.
Interest	SL emphasized testimonials, and marketing content.	Storytelling, immersive Emotional and relatable content increased consumer curiosity and exploration.
Desire	S and NH discussed personalized 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.

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

This study confirms that Integrated Marketing Communication (IMC) strategies when implemented in a coordinated and consumer-centered manner can significantly enhance purchase interest in Indonesia's suburban real estate markets. The findings validate the theoretical frameworks of both the Theory of Planned Behavior (TPB) and the AIDA model in understanding consumer decisions regarding residential property.

Through the lens of TPB, the study found that digital IMC strategies especially those that utilize immersive tools like virtual tours and personalized messaging successfully shaped positive attitudes, fostered social encouragement, and improved perceived control, all of which strengthened purchase intentions. This confirms prior research (Sok et al., 2021), but extends it by applying the model to suburban real estate, an area rarely explored in the Indonesian context.

Simultaneously, the AIDA model was supported as an effective structure to understand the communication journey from attention-grabbing social media content, through emotional engagement and desire, to conversion into action. This highlights how IMC tools can systematically guide consumers through decision stages and reinforces the findings of Jiang et al. (2023). However, this study expands their insights by empirically examining how each AIDA stage is manifested in the Indonesian suburban property market, using PT Refaro Central Propertindo as a case.

While prior studies have discussed IMC in general marketing contexts or in urban real estate hubs like Jakarta, this study fills an empirical and contextual gap by focusing on a rapidly developing suburban area Bekasi Regency. Unlike previous research that treated

IMC or consumer behavior in isolation, this study integrates both communication strategy and consumer psychology by employing TPB and AIDA concurrently. This dual-theoretical approach represents a key novelty of the study.

Moreover, no prior work has provided in-depth empirical insights from the perspective of real estate practitioners and prospective buyers, combining both supply- and demand-side perceptions using qualitative data. This approach allows for a more grounded understanding of how IMC strategies are perceived and implemented on the ground.

The thematic findings indicate that message consistency and cross-platform integration are crucial to building trust especially in high-involvement decisions such as home purchases. Digital engagement strategies particularly TikTok and Instagram campaigns were found to be highly effective for younger, digitally literate buyers. The combination of immersive tools (e.g., VR walkthroughs) and personalized communication (e.g., WhatsApp, AI-based targeting) enhanced consumer engagement and intention to act.

Importantly, the study reveals that consumer hesitation and skepticism toward digital-only marketing remain high, which necessitates hybrid approaches that combine digital channels with face-to-face experiences. This insight supports the growing discourse around digital fatigue in real estate marketing and reflects the increasing demand for humanized and credible communication (Limakrisna, 2023).

For real estate developers, this study highlights the importance of adopting data-driven, integrated, and flexible IMC strategies tailored to different buyer segments. Personalization and authenticity must be emphasized, while also maintaining message consistency across channels. Marketing teams should align communication tools with behavioral stages such as using storytelling for "interest" and AI-driven analytics for "desire."

Developers in suburban areas must also collaborate with policymakers and banks to address financial concerns of first-time buyers. Highlighting such incentives through targeted IMC can substantially improve market response.

While the study offers valuable insights, it is based on a single case in Bekasi and limited to qualitative data. Future research should explore comparative multi-site analysis, and employ mixed-method approaches to generalize findings. There is also scope to investigate how cultural values, such as collectivism or religiosity, moderate the effect of IMC in influencing purchasing behavior.

CONCLUSIONS

This study investigated the role of Integrated Marketing Communication (IMC) strategies in influencing residential property purchasing decisions in Bekasi Regency, Indonesia, using the dual-framework of the Theory of Planned Behavior (TPB) and the AIDA model. The findings revealed that the effectiveness of IMC relies on message

consistency, digital engagement, and personalized communication especially when tailored to each stage of the consumer journey.

From a theoretical standpoint, the integration of TPB and AIDA frameworks provided a comprehensive understanding of how IMC shapes consumer attitudes, perceptions of control, social norms, and engagement behavior. This combination allowed for a deeper exploration of both the psychological mechanisms and communication pathways that influence high-involvement purchases, such as home buying.

Importantly, this research addresses a critical gap in the literature by applying behavioral and communication theories simultaneously in the context of Indonesia's suburban real estate market a domain that has been underrepresented in previous studies. The novelty of this study lies in its empirical focus on Bekasi Regency, its use of a dual theoretical framework, and its qualitative exploration of how IMC is implemented and perceived by both practitioners and consumers. These contributions expand the scope of IMC research and provide relevant insight for both academic and industry audiences.

Practically, the study offers real estate developers actionable strategies for designing effective IMC campaigns. Emphasizing hybrid marketing approaches that combine immersive digital tools (e.g., VR, social media videos) with humanized interaction (e.g., WhatsApp consultation, on-site visits) can significantly improve consumer engagement and conversion. Moreover, integrating AI-driven personalization and omnichannel coordination enhances message precision and credibility.

In conclusion, this study strengthens the understanding of IMC's role in residential property sales by aligning communication strategies with consumer psychology. By bridging the gap between behavioral theory and marketing practice, it provides a robust foundation for developers, marketers, and scholars to navigate Indonesia's increasingly complex and competitive real estate landscape.

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 behavioral 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.

Limitations and recommendations

While the results are contextually grounded in Bekasi, the findings offer transferable insights for other suburban or emerging property markets in Indonesia. Future research should expand this framework across multiple geographic locations

using mixed-method approaches, examine long-term effects of digital marketing fatigue, and explore cultural or generational moderating factors in consumer response to IMC strategies. Future research should explore the long-term effects of digital IMC strategies and AI-enabled tools on consumer behavior, particularly within the context of suburban property markets.

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