Final report of marketing research internship PT Adhi Persada Properti

Muhammad Hakim Muzaki[1]*

[1]Management Study Program, Faculty of Economics and Business, Surabaya State University

Abstract

This final report presents the results of marketing research internship activities conducted at PT Adhi Persada Properti, a property development company that focuses on building apartments in Surabaya, especially Taman Melati Surabaya Apartments. This research aims to analyze the influence of perceptions and opinions of potential customers, especially from students, on their interest in choosing Taman Melati Apartment compared to other competitors. Data was collected through a survey using questionnaires distributed to students at various universities in Surabaya. Data analysis using regression tests reveals that the perception of potential customers (X1) has a significant influence on the interest in buying an apartment (Y1), while the opinion of potential customers regarding competitors (X2) does not have a significant influence. The results of the F test show that simultaneously the perceptions and opinions of potential customers have a significant effect on students' interest in choosing Taman Melati Apartments, with an R Square value of 27.9%. In addition, the results of the characteristics of respondents show that the majority of potential customers are 22-year-old women with a background in the Soshum study program. The main factors that students consider in choosing an apartment are facilities and price. Based on the research results, it is recommended that PT Adhi Persada Properti strengthen its brand image and focus its marketing strategy on improving facilities and adjusting prices to attract students as the main target market. Further research is needed to expand the scope of research and obtain more representative data to support more accurate marketing decision making.

Keywords:
Internship, Marketing Research, PT Adhi Persada Properti.

JEL Code: M31

* Muhammad Hakim Muzaki
Email: yessyartanti@unesa.ac.id

INTRODUCTION

Internship is one of the off-campus activities carried out by students with the intention of gaining new knowledge and real work experience. Internship activities act as a means of introduction for students in entering the world of work, and have benefits for universities and companies that cooperate in this case.

Internships also aim to enable students to apply the theory they have learned to work practices, so that they can gain a deeper understanding of the field of work they are working on. This paper is a form of report from internship activities that have been carried out by the author at PT Adhi Persada Properti, which is one of the property companies in Surabaya. The research theme chosen by the author is the influence of perceptions and opinions of prospective customers of Taman Melati Surabaya apartments with competitors on the interest of prospective customers from among students.

In the property industry, intense competition encourages apartment developers to understand the perceptions and opinions of potential customers, especially from students. One of the housing projects that attracts attention in Surabaya is Taman Melati Surabaya Apartment. In an effort to understand the factors that influence the interest of prospective student consumers, this research was conducted to identify the influence of perceptions and opinions of prospective consumers on their interest in choosing Taman Melati Surabaya Apartments compared to other competitors. In this internship report, we will describe the research steps we have taken to analyze the influence of perceptions and opinions of potential customers of Taman Melati Surabaya Apartments with competitors on the interest of potential customers from students.

PT Adhi Persada Properti is a subsidiary of PT Adhi Karya Tbk, which specializes in the development and sale of residential properties, especially apartments. The company was founded in 1993 under the name Adhi Realty before later changing to PT Adhi Persada Properti. Strategic location is an advantage of PT Adhi Persada Properti, with its proximity to various shopping centers, health services, and renowned universities in Surabaya. The company's concept is "One Step from The Best Campus" which targets students as the main market. With a land area of 5,757 M2, PT Adhi Persada Properti has provided a total of 1,130 apartment units ready for occupancy since February 2019. In addition to apartments, the company also provides hotel and room rental facilities for those who want to stay temporarily. Various facilities have been provided for consumers, ranging from swimming pools, parks, food courts that can be enjoyed by all residents, to specific facilities

such as student centers and co-working spaces to increase comfort and productivity. Security is also a priority for PT Adhi Persada Properti with security and CCTV services that aim to maintain the safety and security of consumers. Some of the decision problems found are as follows:

1. The problem of determining the right market segmentation for apartments involves identifying the student group as the main target, including age, income, facility preferences, and other special needs.
2. Brand image management issues of Taman Melati Surabaya Apartment
3. It involves building a strong and positive brand image by identifying the core values and unique propositions to be conveyed to potential consumers.
4. The issue of an effective marketing strategy to attract potential customers, especially from among university students, involves the selection of appropriate marketing channels, the use of efficient promotional media, and the development of marketing messages that are relevant and appealing to the target market.

The main objective of this research is to analyze the influence of perceptions and opinions of prospective apartment consumers, especially from among students, on their interest in choosing Taman Melati Surabaya Apartment. In this context, surveys and data analysis are carried out to gain a deep understanding of the factors that influence the interest of prospective student consumers. The following are the goal points to be achieved:
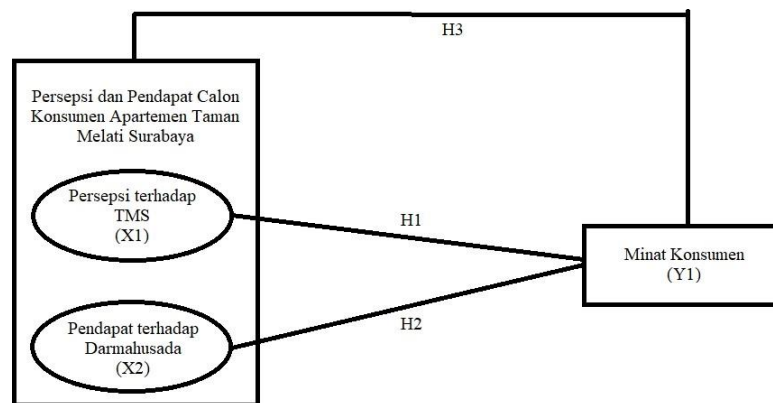
1. Knowing the Effect of Perceptions and Opinions of Prospective Consumers of Taman Melati Surabaya Apartments with Competitors on the Interest of Prospective Consumers from Among Students
2. Knowing the characteristics of students as potential consumers
3. Knowing the aspects that influence prospective customers' interest in apartments

This research is expected to contribute to the understanding of the factors that influence the interest of prospective student consumers in choosing Taman Melati Surabaya Apartment. The results of this study can help marketing teams and property developers to optimize their marketing strategies, improve brand image, and increase the interest of potential customers.

RESEARCH METHODS
A. Research Model
This research model is conducted with a survey through a questionnaire. Questionnaires will be distributed to a sample of prospective

https://immersive.unesa.ac.id/

student consumers at various universities in Surabaya. The collected data will be analyzed using regression techniques to determine the effect of independent variables (perceptions and opinions) on the dependent variable (interest). Regression is a statistical method used to determine the relationship between one or more predictor variables and the response variable. Research hypothesis:

H0: Variables X1 and X2 have no effect on variable Y1

H1: Variable X1 has an effect on variable Y1

H2: Variable X2 has an effect on variable Y1

H3: X1 and X2 variables affect the Y1 variable

B. Research Methods

1. Research Title

   Influence of Perceptions and Opinions of Prospective Consumers of Taman Melati Surabaya Apartments with Competitors

   to the Interest of Prospective Consumers from among Students.

2. Output

Figure 1.

Research model

Bagan 1. Model Penelitian

Source: Author work

Reporting the results of marketing research on the Effect of Perceptions and Opinions of Prospective Consumers of Taman Melati Surabaya Apartments with Competitors on the Interest of Prospective Consumers from Among Students.

3. Sample

The sample of respondents used was students who were taken randomly, while the competitor chosen for comparison in the questionnaire was Puncak Dharmahusada apartment.

4. Variables and Their Measurement

The variables in this research consist of dependent and independent variables, the following are the variables used:

- Dependent variable (response variable) Y1: "Interest of Prospective Consumers from Among Students" towards Taman Melati Surabaya Apartment.

- Independent variables (predictor variables): "Prospective customer perception" of Taman Melati Surabaya Apartment (X1) and "Prospective customer opinion" about competitors (X2).

Variable measurement is carried out using a rating scale from 1 to 5, with 1 stating "Strongly Disagree" and 5 stating "Strongly Agree". The question for each variable can be seen at Appendix 1.

5. Data Analysis Technique

The data analysis technique used in this research is regression technique. Regression is a statistical method used to determine the relationship between one or more predictor variables (for example, perceptions of apartments and competitors) and response variables (for example, prospective customer interest). In this case, regression analysis can be used to see how the perception of Taman Melati Surabaya apartments and competitors related to the interest of potential customers, as well as knowing the predictor variables that have a significant influence on their interest.

The type of regression used is multiple linear regression. The use of multiple linear regression is a statistical method used to study the relationship between one dependent variable and two or more independent variables. In multiple linear regression, the dependent variable is explained by a linear combination of the independent variables. The main objective of multiple linear regression is to
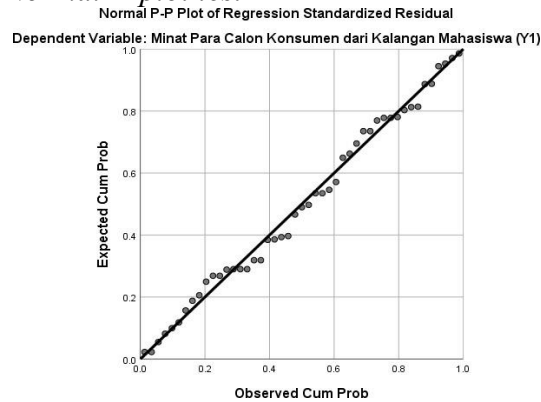
identify the relative influence of each independent variable on the dependent variable as well as to predict the value of the dependent variable based on the given values of the independent variables.

FINDINGS AND DISCUSSION

A. Results Data Normality Test
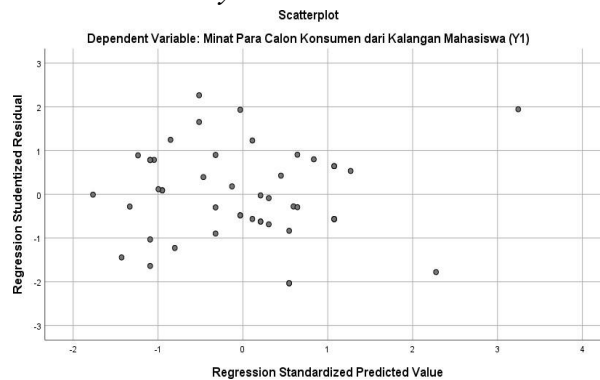
Figure 2.

Normal P-plot test

Source: Author work

Normality Test Results: Normal Distribution Regression Model, because the data plot follows the diagonal line.

Figure 3.

Heteroscedasticity Test Data

Source: Author work

Heteroscedasticity Test Results: No symptoms occur, because there is no clear pattern and the dots spread above and below 0

https://immersive.unesa.ac.id/

Figure 4.
Multicollinearity and Correlation Tests

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.505	2.098		1.194	.239		
	Persepsi Calon Konsumen terhadap Taman Melati Surabaya (X1)	.446	.110	.561	4.059	.000	.859	1.164
	Pendapat Calon Konsumen mengenai kompetitor Puncak Dharmahusada (X2)	-.100	.118	-.116	-.842	.404	.859	1.164

a. Dependent Variable: Minat Para Calon Konsumen dari Kalangan Mahasiswa (Y1)

Source: Author work

- Multicollinearity Test Results: No symptoms occur, because the Tolerance value on X1 and X2 is 0.859> 0.100 and the VIF value is 1.164 < 10.00.
- Partial t test results based on significance: X1 has an effect on Y1, because the sig value = 0.000 <0.05, while X2 has no effect on Y1 because the sig value =
  0.404>0.05.

- Partial t test results based on t count and table:

Table t value = 2.074

X1 has an effect on Y1, because the calculated t value = 4.059> 2.074, while X2 has no effect on Y1 because the calculated t value = -0.842 < 2.074.

Figure 5.
ANOVA test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.708	2	24.354	8.509	.001[b]
	Residual	125.931	44	2.862		
	Total	174.638	46			

a. Dependent Variable: Minat Para Calon Konsumen dari Kalangan Mahasiswa (Y1)

b. Predictors: (Constant), Pendapat Calon Konsumen mengenai kompetitor Puncak Dharmahusada (X2), Persepsi Calon Konsumen terhadap Taman Melati Surabaya (X1)

Source: Author work

- The results of the simultaneous F test are based on the significance value: X1 and X2 simultaneously affect Y1 because the significance value = 0.001 <0.05.
- The results of the simultaneous F test are based on the calculated F value and the table: X1 and X2 simultaneously affect Y1 because the calculated value = 8.509> 3.42

Figure 6.
Autocorrelation test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.528[a]	.279	.246	1.692	1.804

a. Predictors: (Constant), Pendapat Calon Konsumen mengenai kompetitor Puncak Dharmahusada (X2), Persepsi Calon Konsumen terhadap Taman Melati Surabaya (X1)

b. Dependent Variable: Minat Para Calon Konsumen dari Kalangan Mahasiswa (Y1)

Source: Author work

Based on the R square value, it can be seen that the effect of X1 and X2 on Y1 as a whole is 27.9%.

$$SE(X)\% = Beta_X \times Koefisien\ Korelasi \times 100\%$$

ATAU

$$SE(X)\% = Beta_X \times r_{xy} \times 100\%$$

www.spssindonesia.com *Rumus sumbangan efektif*

Table 1.
R-Square value

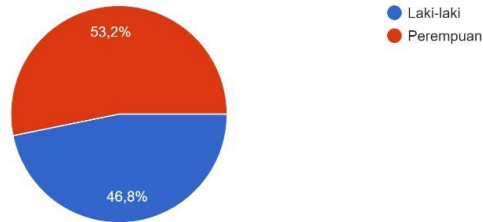| SE	Value
X1	29,0
X2	-1,1
R Square	27,9

Source: Author work

Based on this value, it can be seen that the effect of X1 on Y1 is 29% and X2 on Y1 is -1.1%.

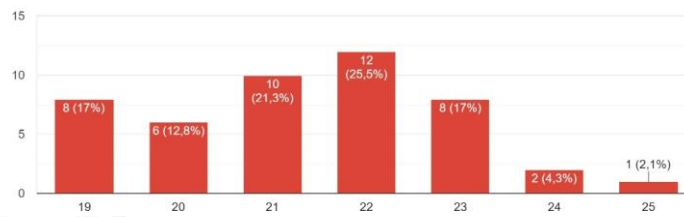https://immersive.unesa.ac.id/

Figure 6.
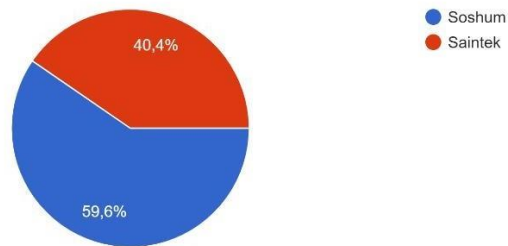
Respondent Characteristics
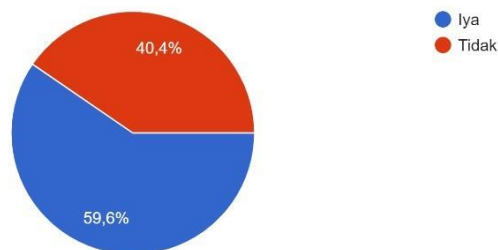
Jenis Kelamin
47 jawaban
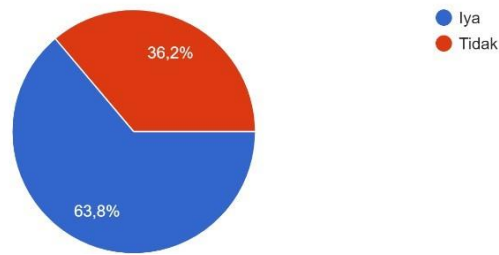

Usia
47 jawaban

Program Studi
47 jawaban

Apakah Anda pernah mengunjungi Apartemen Taman Melati Surabaya?
47 jawaban
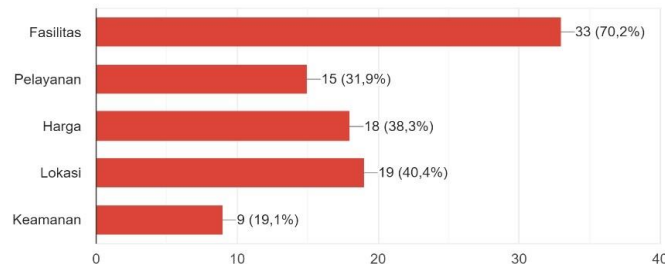
Apakah Anda memiliki pengalaman tinggal di apartemen sebelumnya?
47 jawaban

● Iya
● Tidak

36,2%

63,8%

Apa yang menjadi pertimbangan utama Anda dalam memilih apartemen?
47 jawaban

Fasilitas — 33 (70,2%)
Pelayanan — 15 (31,9%)
Harga — 18 (38,3%)
Lokasi — 19 (40,4%)
Keamanan — 9 (19,1%)

B. Discussion

Based on the data that has been obtained and analyzed, there are several conclusions that can be drawn to answer the decision problems that have been described previously. In the data analysis technique that has been carried out, there are several tests on the data, namely the normality test, heteroscedasticity test, multicollinearity test, and regression test. The normality test carried out is to determine whether the data obtained is normally distributed data or not. In the data used, the Normal Distribution normality test results have been obtained, because the data plot follows the diagonal line.

The heteroscedasticity test is used to test whether there is heteroscedasticity in the regression data. Heteroscedasticity occurs when the variance of the residuals (errors) of a regression model is not constant across the values of the predictors (independent variables). Heteroscedasticity can affect the validity and reliability of the regression results, as well as the interpretation of the estimated coefficients. In the Heteroscedasticity Test Results, it can be seen that there are no symptoms, because there is no clear pattern and the points spread above and below 0.

The multicollinearity test is used to test for a strong relationship between the independent variables in the regression model. Multicollinearity occurs when there is a high correlation between two or more independent variables, which can cause problems in the interpretation of regression results and affect the stability of parameter estimates. In the Multicollinearity Test

https://immersive.unesa.ac.id/

Results, it appears that no symptoms occur, because the Tolerance value on X1 and X2 is 0.859> 0.100 and the VIF value is 1.164 < 10.00.

Regression test is a statistical method used to test the relationship between one or more independent variables (explanatory variables) and one dependent variable (the variable to be predicted). The purpose of the regression test is to evaluate the significance and strength of the relationship between the independent variable and the dependent variable, and to obtain a regression equation that can be used to make predictions. In the test results that have been carried out, there are several results, namely the partial t test results based on significance: X1 has an effect on Y1, because the sig value = 0.000 <0.05, while X2 has no effect on Y1 because the sig value = 0.404>0.05. Partial t test results based on t count and table: The value of t table = 2.074, X1 has an effect on Y1, because the value of t count = 4.059> 2.074, while X2 has no effect on Y1 because the value of t count = -0.842 < 2.074. The results of the simultaneous F test are based on the significance value: X1 and X2 simultaneously affect Y1 because the significance value = 0.001 <0.05. Simultaneous F test results based on the value of F count and table: X1 and X2 have a simultaneous effect on Y1 because the calculated value = 8.509> 3.42 Based on the R square value, it can be seen that the effect of X1 and X2 on Y1 as a whole is 27.9%. Meanwhile, based on the SE calculation value (effective contribution), it can be seen that the effect of X1 on Y1 is 29% and X2 on Y1 is -1.1%.

Based on these results, it can be concluded that partially, X1 has a significant effect on Y1 (H1 proven), X2 has no effect on Y1 (H2 rejected), and simultaneously X1 and X2 affect Y1. Meanwhile, in general, X1 and X2 have a significant effect on Y1 (H3 proven).

Meanwhile, the characteristics of students as potential consumers of Taman Melati Surabaya apartments based on 47 respondents who have answered the questionnaire are as follows:

1. Based on gender, 53.2% were dominated by women;

2. Based on age, 25.5% were dominated by students aged 22 years;

3. Based on study programs, 59.6% were dominated by students with Soshum study programs;

4. Based on whether or not they have visited Taman Melati Surabaya apartment,

    59.6% dominated having visited it.

5. Based on whether or not they have ever used an apartment, 63.8% have used one.

6. Aspects that are considered by prospective consumers who fill out the questionnaire in finding an apartment for their residence in the following order : facilities, price, location, service, and security.

Thus, it can be seen that the marketing strategy that needs to be optimized based on the results of the characteristic research is focused on the reference segmentation of female students who are around 22 years old with an interest in the social science field. In addition, the marketing department also needs to focus on the good image of Taman
Melati Surabaya apartments to attract most students who are already interested in Taman Melati Surabaya apartments, even though they are not yet interested in making it their residence. Meanwhile, the aspects that need to be optimized are facilities and prices as the main aspects that are considered by students as potential customers. However, further research needs to be done to find out more concrete and optimal marketing research considerations in making marketing decisions at the company PT Adhi Persada Properti, because the data obtained in this research is too minimal as a real consideration.

CONCLUSION

Based on the results of data analysis that has been carried out, it is found that there is an influence of perceptions and opinions of prospective consumers of Taman Melati Surabaya Apartments with competitors on the interests of prospective consumers from among students as a whole of 27.9%. While the effect of X1 on Y1 is 29% and X2 on Y1 is -1.1%.

The perception of prospective consumers on their interest in buying Taman Melati Surabaya apartments has a significant effect. Therefore, aspects of facilities and price as the main considerations in choosing an apartment need to be optimized and market segmentation needs to be carried out based on existing demographic aspects.

Advice

The company should conduct further research on the findings obtained from this research. This is because the data used in this research is too little compared to the scope of market segmentation carried out by the company.

https://immersive.unesa.ac.id/

References

https://bbs.binus.ac.id/management/2019/12/analisis-regresi-sederhana/

Ayuni, G. N., & Fitrianah, D. (2019). Application of Linear Regression method for predicting property sales at PT XYZ. Journal of telematics, 14(2), 79-86. https://www.bfi.co.id/id/blog/riset-pemasaran-definisipurpose-and-how-to-do-it

Appendix 1.

Questions for each variable

X1	X2	Y1
Does Taman Melati Surabaya Apartment of fer complete facilities?	Is Puncak Dharmahusada Apartement offers better facilities than Apartment Taman Melati Surabaya?	I am interested in becoming a customer of Taman Melati Surabaya.
Does Taman Melati Surabaya Apartment have good security?	Is Puncak Dharmahusada Apartement has security that better than Apartment Taman Melati Surabaya?	I will recommend Apartment Taman Melati Surabaya to friends or family.
Does Taman Melati Surabaya Apartment provide satisfactory service?	Is Puncak Dharmahusada Apartments provide services that more satisfying than Apartment Taman Melati Surabaya?	I plan to choose Taman Melati Surabaya Apartment as a place to stay while studying in Surabaya.
Is Taman Melati Surabaya Apartment has a strategic location?	Is Puncak Dharmahusada Apartmenthas a location which is more strategic than Apartment Taman Melati Surabaya?	

Does Taman Melati Surabaya Apartment provide competitive prices?	Is Puncak Dharmahusada Apartments offer more competitive prices competitive from Apartment Taman Melati Surabaya?	

Source: Author work