
**THE INFLUENCE OF DIGITAL MARKETING, OPEN HOUSE STRATEGY, AND
THE AVAILABILITY OF HOUSING FACILITIES ON HOME PURCHASE
DECISIONS AMONG EARLY MILLENNIALS IN SEMARANG**



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Abstract

This study aims to analyze the influence of digital marketing, open house strategy, and the availability of housing facilities on home purchase decisions among early millennials in Semarang City. A total of 207 respondents were selected using purposive sampling. Data were collected through an online Likert-scale questionnaire and analyzed using SPSS version 2022. The analytical methods included validity and reliability tests, multiple linear regression, as well as determination test, t-test and F-test. The findings show that all three independent variables have a significant and positive effect on purchase decisions. This study provides empirical evidence that digital marketing, direct experience through open houses, and adequate housing facilities play a crucial role in stimulating purchase interest among young buyers.

Keyword: Digital Marketing, Open House Strategy, Housing Facilities, Purchase Decision, Early Millennials

INTRODUCTION

Housing is a basic human need that holds strategic value in social, economic, and psychological aspects. Amid urban growth and changing lifestyles in modern society—particularly among the younger generation—the need for decent, affordable, and preference-based housing is becoming increasingly urgent. However, in recent years, the residential property sector in Indonesia has experienced a significant slowdown. Based on the Residential Property Price Survey (SHPR) from Bank Indonesia, the growth of the Residential Property Price Index (IHPR) in the third quarter of 2024 was only 1.46%, down from 1.76% in the previous quarter. In addition, sales in the primary market also declined by 7.14%, especially in the small to medium-sized housing segments. This condition indicates a low purchasing interest, particularly from the early millennial group, who are currently in their productive age and have strong potential as the target market in the property sector.

In the context of consumer behavior, the decision to purchase a house is the final outcome of a structured decision process beginning from recognizing a need, followed by gathering information, assessing various options, deciding to buy, and finally reflecting on the purchase. (Kotler & Lane Keller, 2016). The study by (Oktaviani et al., 2022) stated that the decision to purchase a house is influenced by a combination of rational and emotional factors, especially among early millennials who tend to be critical and selective in choosing a residence. Meanwhile, (Adelia et al., 2023) highlighted that perceptions of utility value, facilities, and marketing strategies are key determinants in the alternative evaluation process. Thus, understanding the factors that influence house purchase decisions is essential in formulating more targeted marketing strategies.

One of the factors influencing purchase decisions is digital marketing, which refers to promotional strategies based on digital technology, such as social media, websites, and online advertising platforms. According to (Omar & Atteya, 2020), digital marketing allows developers to reach potential buyers more quickly and interactively. (Oktaviani et al., 2022) also found that digital marketing accelerates the decision-making process because it provides more accessible and visualized information. However, (Rahma & Riofita, 2024) argued that although digital strategies are effective in attracting initial attention, trust in agents and the product remains a key element in the final stage of purchase decision-making.

In addition to digital marketing, the open house strategy also has a significant influence on purchase decisions. This strategy allows potential buyers to directly observe the physical condition and surrounding environment of the property, shaping a real perception of the housing quality. The study by (Yudha et al., 2023) showed that open house activities contribute positively to generating purchase interest. (Grania et al., 2018) stated that this approach can directly and educationally convey product value. However, the effectiveness of this strategy is highly influenced by the readiness of the units and the implementation method, as noted by (Ikhwan & Ruhenda, 2022).

The last factor that also determines purchase decisions is the availability of residential facilities. Facilities such as neighborhood security, road access, green open spaces, places of worship, and public service centers are crucial elements that shape consumer perceptions of comfort and housing value. (Adelia et al., 2023), (Lesmana et al., 2022), and (Masali et al., 2023) indicated that the completeness of facilities has a positive influence on home purchase decisions. However, according to (Harjanto, 2016), although

facilities are available, the aspects of price and location remain balancing factors in the decision-making process.

Although each of these variables has been studied individually in various contexts, studies that examine the simultaneous influence of digital marketing, open house strategy, and housing facilities on the purchase decision of houses by early millennials in Semarang City are still very limited. Given the characteristics of this generation as digital natives, experience-oriented, and environmentally aware, a multidimensional approach is essential to be empirically analyzed.

Therefore, this study aims to analyze the influence of digital marketing, open house strategy, and availability of residential facilities on home purchase decisions among early millennials in Semarang City. This research was conducted during the period of April to May 2025 using a quantitative approach. The sampling technique used was purposive sampling with a total of 207 respondents who met the criteria. Data were collected through an online questionnaire using a Likert scale and analyzed using SPSS version 2022 through validity testing, reliability testing, coefficient of determination test, t-test, F-test, and multiple linear regression analysis.

REVIEW OF LITERATURE

Purchase Decision

The purchase decision is the result of a series of cognitive processes that consumers go through before finally deciding to buy a product. According to (Kotler & Lane Keller, 2016), this process consists of five stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. In the context of housing, this process becomes increasingly complex considering that a house is a high-value asset with long-term impacts on the consumer's life. The findings of (Oktaviani et al., 2022) support this view by showing that housing consumers follow these stages systematically, starting from awareness of the need for shelter to evaluating post-purchase experiences. Furthermore, (Adelia et al., 2023) emphasize that perceptions of the completeness of housing facilities significantly influence the alternative evaluation phase, as it is directly related to comfort and functional value.

Digital Marketing

Digital marketing refers to marketing practices that utilize digital technologies, particularly online platforms, to reach and influence potential consumers. A relevant theoretical framework for explaining the effect of digital marketing on consumer behavior is the Technology Acceptance Model (TAM), as described by (Legris et al., 2003). This model states that a person's acceptance of technology is influenced by perceived ease of use and perceived usefulness. In the realm of property marketing, early millennials tend to prefer digital media that is informative, accessible, and trustworthy. (Chaffey & Ellis-Chadwick, 2019) highlight the importance of user-friendly design, information accessibility, and content credibility in driving online purchase decisions. Research by (Setyawati et al., 2022) and (Taufik & Febrianto, 2022) reinforces this argument by finding that social media and property websites play a major role in influencing purchase decisions due to their fast, visual, and interactive nature.

Open House Strategy

An open house is a promotional technique in property marketing that gives potential buyers the opportunity to observe and directly experience the atmosphere of the house

being offered. This concept aligns with the Experiential Marketing approach proposed by (Bernd, 1999), where emotional, sensory, and interactive experiences are believed to strengthen the bond between consumers and products. (Sirgy, 2014) also suggests that direct visits to property locations provide visual and emotional stimuli that affect consumer perception and trust. Research by (Grania et al., 2018), (Ikhwan & Ruhenda, 2022), and (Yudha et al., 2023) supports this view by stating that effectively executed open house strategies through spatial arrangement, information delivery, and interaction with agents positively contribute to purchase decisions. Nevertheless, the effectiveness of open house events remains influenced by the execution and condition of the property itself.

Availability of Housing Facilities

The availability of facilities in residential environments is an essential element that influences consumer preferences. From a psychological needs perspective, (Maslow, 2023) places aspects such as safety, comfort, social actualization, and quality of life as primary factors in the hierarchy of human needs. Therefore, the presence of facilities such as neighborhood security, transportation access, green spaces, places of worship, and social areas adds significant value to residential properties. (Floyd & Allen, 2002) state that comfortable facilities can enhance the perceived value of a property in the eyes of consumers. Research findings by (Adelia et al., 2023), (Lesmana et al., 2022), and (Masali et al., 2023) demonstrate a positive relationship between the availability of facilities and consumer interest and decisions in choosing residential properties. Thus, the more complete the available facilities, the greater the likelihood of consumers making a purchase decision.

RESEARCH METHOD

This study employed a quantitative approach to evaluate the influence of digital marketing, open house strategy, and the availability of housing facilities on home purchase decisions among early millennials in Semarang City. This approach was chosen due to its suitability in identifying relationships between variables using quantitative data and statistical analysis techniques.

Data collection was conducted by distributing a closed-ended questionnaire using a five-point Likert scale via an online platform (Google Form). The questionnaire was designed to measure three independent variables digital marketing, open house strategy, and housing facilities and one dependent variable, namely the home purchase decision. The instrument was developed based on indicators adapted from previous research and underwent validity and reliability testing.

The population of this study consisted of individuals aged 25 to 40 years (early millennials) residing in Semarang City who were in the process of searching for or considering purchasing a home. The sampling technique used was purposive sampling, with selection criteria aligned with the objectives of the study. From a total of 260 collected questionnaires, 207 valid responses that met the eligibility criteria were used in the final analysis.

The type of data analyzed was primary data obtained through the questionnaire. Data processing was carried out using IBM SPSS software version 2022. The analytical procedures applied included validity testing, reliability testing, coefficient of determination test, t-test, F-test, and multiple linear regression analysis.

RESULTS AND DISCUSSION

Descriptive Statistical Test

Analysis was conducted to examine respondents' responses to each research variable, namely Digital Marketing, Open House Strategy, Availability of Housing Facilities, and Home Purchase Decision. The assessment was carried out using a 5-point Likert scale based on responses from 207 participants who met the research criteria.

Table 1
Descriptive Analysis Results

Variabel	N	Min	Max	Mean	Std. Deviation
Digital Marketing	207	2	5	3,74	0,494
Strategi Open House	207	3	5	3,85	0,469
Facility Availability	207	3	5	4,13	0,461
Purchase Decision	207	3	5	3,86	0,445

Source: Processed SPSS output, 2025

Based on Table 1, the analysis results indicate that the average perception of respondents toward all research variables falls into the high category. The variable Availability of Housing Facilities recorded the highest mean score of 4.13, followed by Open House Strategy at 3.85, and Digital Marketing at 3.74. Meanwhile, the Home Purchase Decision variable had an average score of 3.86. These findings suggest that all examined aspects received positive responses from early millennials in Semarang City during the home purchase decision-making process.

Description of Research Object

This study aims to examine the influence of Digital Marketing, Open House Strategy, and Availability of Housing Facilities on Home Purchase Decisions among early millennials in Semarang City. The respondents consisted of early millennials residing in Semarang who were in the process of searching for or considering purchasing a home. A total of 260 questionnaires were distributed online, and after a selection process based on the research criteria, 207 valid and eligible responses were used for analysis. The demographic profile of respondents includes variables such as gender, age range, place of residence, education level, occupation type, and monthly income, as presented in the following table.

Table 2
Demographic Characteristics of Respondents

Demographic variables	Category	Amount	Percentage (%)
Gender	Male	97	46,9
	Female	110	53,1
Age	25–40 years old (Early Millennials)	207	100,0
Domicile	Semarang City	207	100,0
Highest Education	High School/Vocational High School	32	15,5
	D3	47	22,7
	S1	96	46,4

	S2	32	15,5
Job	Private Employee	68	32,9
	Civil Servant	40	19,3
	Entrepreneur	23	11,1
	Freelancer	32	15,5
	Student	24	11,6
	Housewife	20	9,7
Monthly Income	< Rp3.000.000	59	28,5
	Rp3.000.000 – Rp5.000.000	80	38,6
	Rp5.000.000 – Rp10.000.000	40	19,3
	> Rp10.000.000	28	13,5

Source: Processed SPSS output, 2025

Based on Table 2, the participants in this study were characterized by six demographic factors, namely gender, age group, place of residence, educational background, occupation, and monthly income. The majority of respondents were female (53.1%), indicating a slightly higher interest in home ownership among female early millennials. All respondents were aged between 25 and 40 years (100%), reflecting the early millennial generation as the primary target market in the current property industry.

In terms of educational background, most respondents held a bachelor’s degree (46.4%), followed by diploma degree holders (22.7%), high school graduates (15.5%), and master’s degree holders (15.5%). This indicates that respondents had relatively high educational attainment, which may be associated with greater digital literacy and rational consideration in the decision-making process.

Regarding occupation, most respondents were private sector employees (32.9%), followed by civil servants (19.3%), freelancers (15.5%), entrepreneurs (11.1%), students (11.6%), and housewives (9.7%). In terms of monthly income, the majority of respondents earned between IDR 3,000,000–5,000,000 (38.6%), followed by those earning less than IDR 3,000,000 (28.5%), IDR 5,000,000–10,000,000 (19.3%), and more than IDR 10,000,000 (13.5%).

These findings indicate that most respondents are individuals in their productive age with moderate to high educational backgrounds and stable economic activities, representing a potential active consumer group in the digital housing market.

Instrument Test

Validity Test

Table 3
Validity Test Results

Variable	KMO	Sample Adequacy	Indicator	Component Matrix	Remark
Digital Marketing (X1)	0.822	Adequate	X1_1	0.713	Valid
			X1_2	0.802	Valid
			X1_3	0.560	Valid
			X1_4	0.691	Valid
			X1_5	0.851	Valid
			X1_6	0.695	Valid

			X1_7	0.409	Valid
Open House Strategy (X2)	0.860	Very Adequate	X2_1	0.747	Valid
			X2_2	0.572	Valid
			X2_3	0.631	Valid
			X2_4	0.651	Valid
			X2_5	0.777	Valid
			X2_6	0.772	Valid
			X2_7	0.742	Valid
Housing Facilities (X3)	0.862	Very Adequate	X3_1	0.801	Valid
			X3_2	0.783	Valid
			X3_3	0.749	Valid
			X3_4	0.868	Valid
			X3_5	0.756	Valid
			X3_6	0.693	Valid
Purchase Decision (Y)	0.858	Adequate	Y_1	0.706	Valid
			Y_2	0.743	Valid
			Y_3	0.808	Valid
			Y_4	0.551	Valid
			Y_5	0.431	Valid
			Y_6	0.821	Valid
			Y_7	0.528	Valid

Source: Processed SPSS output, 2025

Based on the results presented in Table 3, it can be concluded that all variables in this study have KMO values greater than 0.8, indicating that the data exhibit adequate sample adequacy and are suitable for factor analysis. The highest KMO value was found in the Housing Facilities variable at 0.862, followed by Open House Strategy at 0.860, Purchase Decision at 0.858, and Digital Marketing at 0.822. All indicators also show factor loading values above 0.40, which signifies that each item is valid and effectively explains its corresponding construct. Therefore, all questionnaire items are considered valid and can be used for subsequent analyses.

Reliability Test

Table 4
Reliability Test Results

Variabel	Jumlah Item	Cronbach's Alpha	Keterangan
Digital Marketing (X1)	7	0.776	Reliabel
Open House Strategy (X2)	7	0.823	Reliabel
Housing Facilities (X3)	6	0.867	Reliabel
Purchase Decision (Y)	7	0.759	Reliabel

Source: Processed SPSS output, 2025

Based on the results presented in Table 4, all variables in this study have Cronbach’s Alpha values above 0.70, indicating that the questionnaire items are consistent and reliable. This suggests that each statement item in the instrument demonstrates an adequate level of internal consistency and is suitable for use in the research. The highest reliability was found in the Housing Facilities variable with a Cronbach’s Alpha of 0.867, indicating that this instrument is highly reliable. It is followed by Open House Strategy at 0.823, Digital Marketing at 0.776, and Home Purchase Decision at 0.759.

Multiple Linear Regression Test & t-Test

Table 5
Results of Multiple Linear Regression, t-Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,408	,311		1,309	,192
	X1	,305	,052	,338	5,868	,000
	X2	,182	,052	,191	3,494	,001
	X3	,391	,055	,405	7,094	,000

Sumber: Output SPSS yang diolah, 2025

Based on the results presented in Table 5, the multiple linear regression equation can be formulated as follows:

$$Y' = 0.408 + 0.305X_1 + 0.182X_2 + 0.391X_3$$

From the results of the multiple linear regression analysis, it is evident that the three main factors—Digital Marketing, Open House Strategy, and Housing Facilities contribute meaningfully to consumers’ decisions to buy a home among early millennials in Semarang City, both jointly and individually. The positive regression coefficients for all three variables indicate a direct relationship, meaning that an increase in each factor tends to enhance the respondents’ likelihood of making a home purchase.

The results of the hypothesis tests presented in the table above can be summarized as follows:

Hypothesis 1: Digital Marketing positively and significantly affects home purchasing decisions.

With a t-value of 5.868 and a significance level of 0.000, Digital Marketing is found to have a statistically significant influence on home buying behavior. This highlights the effectiveness of digital platforms—such as social media and online property listings—in capturing the attention and interest of millennial homebuyers.

Hypothesis 2: Open House Strategy positively and significantly affects home purchasing decisions.

The t-value of 3.494 with a p-value of 0.001 indicates that the Open House Strategy significantly contributes to purchase decisions. These results affirm that direct engagement through property visits enhances buyer confidence and positively shapes their purchase intentions.

Hypothesis 3: Housing Facilities Availability positively and significantly affects home purchasing decisions.

With the highest t-value of 7.094 and a significance level of 0.000, the availability of housing facilities emerges as the most influential factor. This reinforces the importance of features such as secure access, green spaces, and public amenities in shaping consumers' perceptions of comfort and housing suitability.

F-Test

Table 6
Results of F-Test

Model	Sum of Squares	df	Mean Square	F hitung	Sig.
Regression	16,854	3	5,618	47,847	0,000
Residual	23,824	203	0,117		
Total	40,678	206			

Source: Processed SPSS output, 2025

Referring to Table 6, the obtained F-value of 47.847 with a significance level of 0.000 ($p < 0.05$) confirms that the regression model in this study is statistically reliable and valid. This result suggests that the three independent variables jointly exert a significant impact on consumers' home purchase decisions.

Coefficient of Determination (R²)

Table 7
Results of Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,644	0,414	0,406	0,343

Source: Processed SPSS output, 2025

Based on Table 7, the Adjusted R Square value is 0.406, which means that 40.6% of the variation in home purchase decisions can be explained by the variables digital marketing, open house strategy, and housing facilities. Meanwhile, the remaining 59.4% is influenced by other factors not included in this research model, such as price, promotional activities, mortgage (KPR) accessibility, or individual consumer preferences.

Discussion

Following the analysis of the data concerning the effects of each independent variable Digital Marketing, Open House Strategy, and Housing Facilities on the dependent variable of Home Purchase Decisions, the findings can be explained as follows:

H1: Digital Marketing has a positive influence on Home Purchase Decisions.

Based on empirical test results, Digital Marketing is proven to have a positive and significant influence on Home Purchase Decisions among early millennials in Semarang City. This indicates that the more optimal and strategically implemented digital marketing through social media, product information on websites, and interactive and well-targeted digital advertisements the greater the consumer's likelihood to make a purchase. This finding aligns with previous studies by (Oktaviani et al., 2022; Setyawati et al., 2022; Taufik & Febrianto, 2022), which concluded that digital marketing significantly affects home purchase decisions.

H2: Open House Strategy has a positive influence on Home Purchase Decisions.

The analysis results show that the Open House Strategy also has a positive and significant impact on Home Purchase Decisions. Well-executed open house events including property readiness, direct interaction between agents and potential buyers, and a pleasant visiting experience have been shown to increase buyer interest and confidence. This is consistent with the findings of (Grania et al., 2018; Ikhwan & Ruhenda, 2022; Yudha et al., 2023), who stated that the open house strategy can significantly enhance purchase decisions.

H3: Housing Facilities have a positive influence on Home Purchase Decisions.

The presence of housing facilities likewise shows a strong and positive effect on consumers' decisions to purchase a home. The more complete, comfortable, and adequate the offered facilities such as road access, security, green areas, places of worship, and public amenities the stronger the consumer's tendency to purchase a home. This result is in line with the research of (Adelia et al., 2023; Lesmana et al., 2022; Masali et al., 2023) which emphasize that environmental facilities are one of the dominant factors influencing home buying decisions.

CONCLUSION

Based on the data analysis and research findings, it can be concluded that the three variables examined Digital Marketing, Open House Strategy, and Housing Facilities Availability each make a statistically significant and positive contribution to home purchase decisions among early millennials residing in Semarang City. More specifically, the effectiveness of information delivery through digital channels, the direct experience gained from open house activities, and the availability of supporting facilities such as accessibility, neighborhood security, and green open spaces have been proven to enhance potential buyers' interest and confidence in making housing transactions.

Collectively, these three factors explain approximately 40.6% of the variation in purchase decisions, while the remaining 59.4% is influenced by other variables not included in this study, such as mortgage policies (KPR), price promotion strategies, developer brand image and reputation, as well as individual preferences.

However, this research has several limitations, including a geographical scope limited to the Semarang City area and the focus on only three primary variables. It has yet to consider the influence of other elements such as the effectiveness of digital promotions, electronic word of mouth (e-WOM), or consumer perceptions of the developer's brand. Therefore, the findings suggest that property industry stakeholders, particularly developers, should enhance their digital marketing strategies to better align with the needs of the target market, optimize open house events as a means of direct consumer engagement, and ensure the availability of housing facilities that meet young buyers' expectations.

In addition, support from local governments through spatial planning policies, the development of public facilities, and consumer education is also necessary to create a more adaptive housing ecosystem in response to changing market behaviors. For future research, it is recommended to expand the geographical scope and include more diverse variables in order to obtain a more comprehensive understanding of the determinants of home purchase decisions in the context of today's digital landscape.

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