THE ROLE OF FENG SHUI ON THE UPPER -MIDDLE CLASS RESIDENTIAL SALES IN SURABAYA (CASE STUDY: HOUSING IN THE EAST SURABAYA)

Student Name: Karina Anindita
Student Identity Number: 3212208007
Supervisor: Ir. Purwanita Setijanti, M.Sc., Ph.D.
Co - Supervisor: DR. Ir. Murni Rachmawati, M.T.

ABSTRACT

Feng Shui is one of the cultural factors that considered affect the fortune of human life. The trend which is growing that people have built their houses with Feng Shui principles and houses which have a good application of Feng Shui may have better value. Growth of Feng Shui in the community can be seen as an opportunity by housing developers to increase sales by making Feng Shui as one aspect of marketing. The purpose of this study was to determine whether Feng Shui may affect consumer in choosing houses. Beside of that, this study may also has beneficial as an input for developers to apply Feng Shui as one marketing’s aspect in order to compete in the property business in Surabaya.

The method of this study used qualitative approach as the primary method and quantitative approach as supporting data. The main theory used in this study was the personal selling promotional marketing, consumer decision process and Feng Shui. The main datas were collected from resident, architects and marketing of the developers. Datas was collected with questionnaires, interviews, and observations that were analyzed descriptively and spearmen rank to determine the correlation The results of this study indicates that Feng Shui may affects developers and consumers, but is not as a major factor. Land and environmental aspects have statistically significant corellation with sales promotion. Futher study is needed.

Key Word: Feng Shui, sales, housing, upper-middle class, personal selling