

## **CHAPTER IV**

### **CONCLUSION AND SUGGESTIONS**

After having observed, conducted questionnaires, and interviewed consumers at Kota Baru Parahyangan, I would like to conclude that the consumers' buying motives at Kota Baru Parahyangan are influenced firstly by marketing stimuli, secondly by internal stimuli and lastly by external stimuli. The consumers' buying motives are caused by the following aspects:

- 1) Kota Baru Parahyangan, which will be the self-contained city, with complete facilities will arouse the consumers' interest to buy the house there.
- 2) The price at Kota Baru Parahyangan which always rises makes the consumers interested in buying the house to invest to get more profit.
- 3) The special promotion which offers special price at launching days, discounts, low loan bank rates, and easy pay make people interested in buying the house at Kota Baru Parahyangan.
- 4) The consumers' psychological basic need of housing (e.g. new couples, old couples for their pension's day), good perception and beliefs (Kota Baru Parahyangan offers them many advantages) motivate them to buy the house.

- 5) The consumers' personal factor such as they buy the house because of their lifestyle as upper-middle social class who like exclusive place, and follow trend in order to increase their prestige.
- 6) The social factors such as their family's willingness, and friends or relatives who influence them to buy the house.

Kota Baru Parahyangan always improves and innovates the houses. For instance to follow the trend, Kota Baru Parahyangan launches Ratnasasih Cluster which has art nuance and modern-minimalist design. To help solve the problem of transportation, Kota Baru Parahyangan provides shuttle buses from Kota Baru Parahyangan to Bandung. As a result, the improvement and services offered will make the consumers satisfied and they will be motivated to buy the other product of Kota Baru Parahyangan.

Based on the research and analysis, I will contribute some suggestions as inputs for consideration and hope that they can give positive effect to Kota Baru Parahyangan:

- 1) Keep the projects planning on schedule.
- 2) Keep looking for the consumers' needs such as the trendy house design and style and try as much as possible to fulfill the needs.
- 3) Improve cooperation with various banks in order to make the payment process easy.
- 4) Maintain and improve the promotion to attract consumers' interest (e.g. offer special price at launching time, special price for the second purchase, etc)

5) Adjust reasonable and periodic time for the price raising (e.g. 2.5% increase every 4 months).