

Implementation of the 7P Marketing Mix Strategy in the Housing Industry

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ABSTRACT: This study focuses on analyzing the implementation of the marketing mix strategy, specifically the 7P framework, by Kinansyah Group, a company operating in the construction and property services sector. As a business company in the housing development sector, Kinansyah Group must strategically optimize its marketing efforts to sustain competitiveness and achieve business growth. The research employs a qualitative approach using the phenomenological method, allowing a deeper understanding of the company's marketing practices from the perspective of observed reality. Data collection was carried out through direct observation. The study explores how Kinansyah Group manages its product portfolio to meet customer expectations, sets pricing, selects distribution channels, and carries out promotional activities. Furthermore, it examines operational processes, develops human resources, and leverages physical evidence. The findings indicate that the 7P marketing mix has contributed to enhancing Kinansyah Group's competitive advantage. By maintaining high service quality, responding swiftly to market needs, and consistently delivering value, the company has been able to foster strong customer loyalty. Additionally, the strategy supports sustainable market expansion by building a reputable brand image and trust among clients. In conclusion, the research highlights the importance of a comprehensive and well-executed 7P marketing mix as a key driver for business resilience, especially in a recovering economic environment.

KEYWORDS: construction services, kinansyah group, marketing mix, marketing strategy, 7p.

INTRODUCTION

The construction services industry plays a crucial role in supporting national infrastructure development. This sector serves as the backbone of interregional connectivity, strengthening the economic foundation, and creating jobs. The construction sector's contribution is reflected not only in physical developments such as roads, bridges, office buildings, residential housing, and public facilities, but also in driving the growth of other sectors such as property, manufacturing, and trade. Therefore, the performance of the construction sector significantly influences the direction of development and the overall stability of the national economy (Hasim et al., 2023).

Amidst the rapid development and demand for construction services, businesses in this sector are faced with increasingly competitive and complex market challenges. Competition comes not only from large-scale companies but also from small and medium-sized enterprises (SMEs) that are beginning to provide quality services at competitive prices. Furthermore, fluctuating building material prices, changing government policies, stringent environmental regulations, and demands for sustainability and efficiency add to the complexity of the challenges faced by construction companies (Novitasari & Kurniawan, 2023).

Kinansyah Group is a company operating in the construction services sector and has experience working on various building projects, both local and regional. The company is committed to providing professional, timely services tailored to client needs. However, in the face of market dynamics and increasingly fierce competition, Kinansyah Group is required to continuously innovate and develop, not only technically and operationally, but also across marketing and overall business strategy.

In the modern business world, the success of a company is not only determined by the quality of the products or services offered, but also by the company's ability to design and implement effective marketing strategies (Akbar, 2021). Marketing strategy is a crucial tool for introducing products to consumers, building a positive company image, and maintaining long-term relationships with customers. This is where it's crucial for companies to have a marketing approach that's relevant and adaptable to changing consumer behavior and advances in information technology.

One strategic approach that has proven effective in the service industry is the 7P marketing mix. This concept is an extension of the 4P marketing mix (Product, Price, Place, Promotion) by adding three other important elements that are highly relevant in the service context: people, process, and physical evidence (Armstrong, 2019). These seven elements form a comprehensive framework for designing an integrated marketing strategy. The products and services offered must be relevant to

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market needs, prices must be competitive and transparent, locations or distribution channels must be easily accessible, promotions must be attractive and informative, the service process must be efficient and reliable, the people involved must be professional and service-oriented, and physical evidence must reinforce customer perceptions of service quality (Tjiptono, 2020).

In the context of the Kinansyah Group, the 7P marketing mix strategy can be a useful analytical tool for assessing the strengths and weaknesses of the marketing approach implemented. For example, from a product perspective, it's important to assess the extent to which the construction services offered meet current market needs. From a pricing perspective, it's important to analyze whether the pricing structure aligns with the purchasing power of the target market and the value of the services provided. Place relates to operational locations and customer communication channels, while promotion concerns communication strategies and brand awareness. Equally important are the company's internal processes, the quality of its human resources, and how the company displays tangible evidence of its performance to customers.

Based on this background, this study aims to analyze the implementation of the 7P marketing mix strategy at Kinansyah Group. This study will not only provide an overview of the company's strategies but also evaluate their effectiveness and potential for future development. The results of this study are expected to serve as a basis for strategic decision-making for Kinansyah Group, enabling it to continue competing and grow sustainably in the competitive construction services industry.

LITERATURE REVIEW

Management

Management is the process of planning, organizing, directing, and controlling resources to achieve organizational goals effectively and efficiently (Schermerhorn, 2013). In the context of the Kinansyah Group, sound management is necessary to ensure that all construction projects run on schedule, meet quality standards, and adhere to established budgets. Coordination between departments, including design planning, material procurement, construction implementation, and quality control, is key to the company's success.

Marketing Management

Marketing management is an effort to identify, understand, and fulfill consumer needs through planning, implementing, and controlling marketing programs (Qomariah, 2016). For the Kinansyah Group, marketing management serves to build the company's image, increase customer satisfaction, and expand market reach. A structured marketing strategy enables the company to compete in the fiercely competitive construction services industry.

Strategy

Strategy is a long-term direction of action and allocation of resources to achieve predetermined goals (Aaker, 2001). Kinansyah Group requires a strategy that positions the company as a trusted construction services provider, with a focus on quality, timeliness, and customer satisfaction. A clear strategy will help the company prioritize resources and optimize performance across all business lines.

Marketing Strategy

Marketing strategy is a set of policies and plans designed to achieve a company's marketing goals, especially in facing competition (Tjiptono, 2019). In the case of Kinansyah Group, the marketing strategy is focused on developing value-added construction services, effective promotions, and setting competitive prices that are in line with the quality of services provided.

Marketing Mix 7P

According to (Armstrong, 2019), The marketing mix is a set of tools that a company uses to achieve its marketing objectives in a target market. In the service industry, the 7P concept consists of:

1. Product
High quality building construction, housing, renovation, infrastructure and architectural design services tailored to client needs.
2. Price
Competitive pricing based on the project Budget Plan (RAB), with payment flexibility.
3. Place
Headquarters in strategic locations and services that reach various regions through digital communications and partner networks.
4. Promotion
Marketing through social media, websites, digital portfolios, construction exhibitions, and client recommendations.

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5. **Process**
Structured work processes ranging from planning, design, implementation, to post-project evaluation, with the support of modern project management technology.
6. **People**
Professional human resources in the fields of civil engineering, architecture, and project management, who regularly participate in competency improvement training.
7. **Physical Evidence**
Project portfolio, visual documentation, professional logo, work uniform, and service brochure.

Construction Services Industry

The construction services industry is a sector that provides services for planning, building and maintaining physical infrastructure (Hasim et al., 2023). The sector's primary characteristics are unique, capital-intensive projects that require cross-disciplinary coordination. Kinansyah Group operates in this industry, which is heavily influenced by economic developments, government policies, and the public's need for safe and modern infrastructure.

METHODS

Types of research

This research uses a qualitative approach with a phenomenological method (Sugiyono, 2018). A qualitative approach was used to gather in-depth information regarding the implementation of the 7P marketing mix strategy at the Kinansyah Group. The phenomenological method was chosen because it can provide a realistic picture of the company's experiences, strategies, and challenges in carrying out marketing activities in the construction services sector. This research emphasizes exploring the meaning and understanding of the business and marketing processes carried out by the Kinansyah Group, so that the results can be used for evaluation and future strategic planning.

Location and Time of Research

The research was conducted at the Kinansyah Group headquarters on Jl. Moh. Yamin, Kedungpirng, Tegal Besar, Kaliwates District, Jember Regency, East Java 68131, as well as at several ongoing project locations. The research period was three months, from data collection and observation to analysis. To obtain relevant data, the researchers employed several data collection techniques.

Observation

Researchers conducted direct observations of operational activities, service processes, and interactions between the company and clients. Observations were conducted at headquarters and project sites to comprehensively understand the implementation of the 7P strategy.

In-depth Interview

Interviews were conducted with company leaders, marketing managers, project staff, and customers to gain a comprehensive perspective on marketing strategies and service quality.

Documentation

Data collection through company documents such as company profiles, marketing brochures, project reports, work portfolios, bid data, and social media publications. This documentation is used to support the analysis.

Research Instruments

The primary instrument for this research was the researcher herself (human instrument), who played a role in designing, collecting, analyzing, and interpreting the data. Additional instruments, including interview guides, observation notes, and documentation formats, were used to facilitate the data collection process.

Data Analysis Techniques

Data analysis was conducted descriptively using the following steps:

1. **Data Reduction** – Filtering and selecting data relevant to the research focus.
2. **Data Presentation** – Organizing data in narrative form, tables, and diagrams for ease of understanding.
3. **Conclusion Drawing** – Interpreting data to gain insight into the effectiveness of the implementation of the 7P marketing mix strategy at Kinansyah Group.

Data Validity

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To ensure data validity, the following techniques are used:

1. Source Triangulation – Comparing information from various sources (management, staff, and customers).
2. Method Triangulation – Combining observation, interviews, and documentation.
3. Member Check – Confirming research findings with sources to ensure data accuracy.

RESULTS AND DISCUSSION

Kinansyah Group is a company engaged in the construction services sector, encompassing building construction, housing, renovations, and public infrastructure. The company's operational focus is on quality, punctuality, and customer satisfaction. To maintain its competitiveness amidst intense industry competition, Kinansyah Group implements a 7P marketing mix strategy (Product, Price, Place, Promotion, Process, People, and Physical Evidence) tailored to the characteristics and needs of the construction services market.

1) Product

Kinansyah Group is a construction services company offering comprehensive and integrated services. Its products include the construction of high-rise buildings, residential homes, commercial buildings such as shophouses and shopping centers, public infrastructure such as roads and bridges, as well as architectural design and building renovation services. Kinansyah Group's flagship product is the construction of residential and commercial buildings, customized to the client's needs. This allows each project to have a unique identity that reflects the owner's vision and preferences. This excellence is reinforced by the use of high-quality materials and the implementation of strict construction quality standards. In addition, the company also offers interior and exterior design service packages to provide customers with comprehensive solutions, from concept to building realization. With a one-stop service approach, Kinansyah Group is able to provide added value to clients through time and cost efficiency, and results that meet expectations. Research conducted by (Astuti et al., 2023) discussing the 7P problem in Micro MSMEs.

2) Price

The Kinansyah Group's pricing strategy is transparent and based on calculations of the Cost Budget Plan (RAB) prepared in collaboration with the client. The prices offered take into account various factors such as the size and complexity of the project, the type of materials used, the construction time, and the project location. To provide flexibility to clients, the Kinansyah Group offers a progress payment system based on the stages of work completion. This system makes it easier for clients to manage project cash flow while ensuring smooth financing for construction implementation. A competitive pricing strategy is one of the company's advantages in facing competition. Nevertheless, the company maintains the quality of service and construction results so that the prices offered reflect value for money for customers. Research (Kusnara et al., 2024) discusses the role of the 7P strategy in increasing consumer purchasing interest.

3) Place

Kinansyah Group's headquarters is strategically located in an urban area, providing easy access for clients, partners, and material suppliers. This strategic location simplifies business meetings, project coordination, and work oversight. Furthermore, Kinansyah Group's service reach spans across multiple regions, both downtown and suburban areas, thanks to a combined on-site project-based work system and remote coordination. The use of adequate communication technology enables project teams to work effectively across diverse locations. This approach not only expands the company's market reach but also enhances its ability to handle diverse project types in diverse locations. Research (Oroh et al., 2023) discussing the 7P problem, one of the indicators of which is a place to increase product sales.

4) Promotion

Kinansyah Group's promotional strategy is designed to build a professional image while reaching a wider market. Promotion is carried out through an official website that displays the company profile, project portfolio, and services offered. Social media such as Instagram, Facebook, and LinkedIn are used to share project documentation, client testimonials, and information on special offers. In addition to digital marketing, Kinansyah Group actively participates in construction industry exhibitions to introduce its services to potential clients and establish new partnerships. The company also leverages endorsements from professional partners and word of mouth from satisfied clients, which has proven effective in securing new projects. This integrated promotional approach allows the company to combine the power of digital marketing with direct, real-world interactions, thereby increasing the trust of potential customers. Research that also addresses the 7Ps as a marketing strategy effort was conducted by (Yusuf et al., 2023), (Andrenata & Qomariah, 2022), (Febrianti et al., 2024).

5) Process

The work process at Kinansyah Group is systematically and structured. The stages begin with an initial consultation to understand the client's needs, followed by a site survey to obtain technical data. Next, a design and budget (RAB) are created, which are then submitted to the client for approval. Once the contract is agreed, the construction phase begins under close

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supervision by the project manager. Throughout the process, project progress is regularly reported to the client, both through in-person meetings and digital media. Upon completion, a project handover and final evaluation are carried out. The use of a digital-based project management system helps accelerate coordination, increase efficiency, and ensure transparency throughout all stages of the work. Research that also addresses the 7Ps issue for product marketing strategies was conducted by (Novitasari & Kurniawan, 2023).

6) People

Human resources are a vital asset for the Kinansyah Group. The company has a core team consisting of experienced and skilled architects, civil engineers, project managers, and field personnel. Recruitment is selective to ensure that each team member possesses technical competence and a strong work ethic. Regular training is provided to enhance technical skills, the latest knowledge of construction technology, and communication and customer service skills. The instilled work culture emphasizes professionalism, teamwork, and accountability for work results. Related research is conducted by (Astuti et al., 2023; Hasim et al., 2023).

7) Physical Evidence

Physical evidence representing Kinansyah Group's professionalism includes a professionally designed company logo, work uniforms worn by the entire team, project signage at each job site, and a company profile brochure. The project portfolio is presented in the form of high-quality photo and video documentation, making it easy for potential clients to assess the quality of the work. Furthermore, the company's office is designed with representative meeting rooms for receiving guests and conducting project presentations. All of these elements create a positive impression that strengthens the company's image in the eyes of clients. In conclusion, Kinansyah Group's implementation of the 7P marketing mix strategy has had a significant impact on increasing the company's competitiveness. The integration of service quality, appropriate pricing strategies, effective promotions, and professional human resources are key factors in maintaining customer loyalty and expanding the market. By continuously evaluating and innovating each element of the 7P, Kinansyah Group has the potential to strengthen its position as a superior and trusted construction services provider in the national market. Similar research was also conducted by (Kusnara et al., 2024; Yusuf et al., 2023).

CONCLUSION

Based on the research results, it can be concluded that the implementation of the 7P marketing mix strategy by Kinansyah Group has had a significant positive impact on improving service quality, competitiveness, and business sustainability in the construction services sector. Through customer-oriented products, the company is able to offer relevant, innovative, and value-added construction services. Competitive and flexible pricing, tailored to project specifications and complexity, benefits clients while maintaining the company's position amidst intense competition.

In terms of promotion, Kinansyah Group has utilized various channels, both digital and conventional, to expand market reach and increase brand awareness. This, combined with a structured, transparent, and technologically adaptive work process, has increased project implementation efficiency while building customer trust. The people aspect, or human resources, is also a key strength of the company, where a professional and experienced team directly contributes to the quality of work. Meanwhile, strong physical evidence—through a project portfolio, visual documentation, and corporate identity—strengthens the company's professional image in the public eye.

The 7P marketing mix strategy implemented not only empowers the company to reach a wider market but also contributes to maintaining established customer loyalty. Long-term relationships with clients are crucial for sustainable business growth.

However, research also indicates that this strategy needs to be periodically evaluated to ensure its relevance and effectiveness in the face of market dynamics, changing consumer behavior, and rapid technological developments. Kinansyah Group is advised to strengthen its digitalization system across all service processes, including the use of technology-based Customer Relationship Management (CRM), to improve response times and the quality of customer communication. Furthermore, expanding its strategic partnership network with third parties, such as material suppliers, developers, and other contractors, will support the achievement of long-term growth targets and enhance competitiveness in the national market.

By continuously innovating, strengthening collaboration, and maintaining service quality, Kinansyah Group has a significant opportunity to maintain its position as a leading construction service provider capable of adapting and growing amidst increasingly competitive industry challenges.

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