

ANALYZING THE BRAND POSITIONING AND MARKET SEGMENTATION OF PT. DHARMABHAKTI EKAPERDANA

ANALISIS BRAND POSITIONING DAN MARKET SEGMENTATION PERUMAHAN PT. DHARMABHAKTI EKAPERDANA

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Abstract: This research examines the brand positioning and market segmentation strategies of PT Dharmabhakti Ekaperdana, a prominent housing developer in North Sulawesi, particularly North Minahasa. The study aims to understand how the company distinguishes itself from competitors and effectively targets its primary market. By employing qualitative research methods, including interviews with key informants and analysis of primary data, the study identifies the core values and mission of PT Dharmabhakti Ekaperdana and evaluates their impact on brand positioning. The research highlights the company's commitment to creating competitive, reliable, and highly professional local human resources, establishing a robust business network, and ensuring sustainability and customer satisfaction. The study also explores how PT Dharmabhakti Ekaperdana tailors its marketing strategies based on demographic, psychographic, and geographic segmentation criteria. The research acknowledges the result within interview and documentation process using 6 questions according to Brand Positioning and Market Segmentation variable. This study contributes valuable insights into the strategic marketing management of PT. Dharmabhakti Ekaperdana and its efforts to maintain competitiveness and trust in the housing development sector.

Key Word: Brand Positioning, Market Segmentation

Abstrak: Penelitian ini meneliti strategi brand positioning dan segmentasi pasar PT. Dharmabhakti Ekaperdana, pengembang perumahan terkemuka di Sulawesi Utara, khususnya Minahasa Utara. Studi ini bertujuan untuk memahami bagaimana perusahaan membedakan dirinya dari para pesaing dan secara efektif menargetkan pasar utamanya. Dengan menggunakan metode penelitian kualitatif, termasuk wawancara dengan informan kunci dan analisis data primer, penelitian ini mengidentifikasi nilai inti dan misi PT Dharmabhakti Ekaperdana serta mengevaluasi dampaknya terhadap brand positioning. Penelitian ini menyoroti komitmen perusahaan dalam menciptakan sumber daya manusia lokal yang kompetitif, dapat diandalkan, dan sangat profesional, membangun jaringan bisnis yang kuat, serta memastikan keberlanjutan dan kepuasan pelanggan. Penelitian ini juga mengeksplorasi bagaimana PT Dharmabhakti Ekaperdana menyesuaikan strategi pemasarannya berdasarkan kriteria segmentasi demografis, psikografis, dan geografis. Penelitian ini mengakui hasil dari proses wawancara dan dokumentasi menggunakan 6 pertanyaan yang sesuai dengan variabel Brand Positioning dan Segmentasi Pasar. Penelitian ini memberikan wawasan yang berharga ke dalam manajemen pemasaran strategis PT Dharmabhakti Ekaperdana dan upayanya untuk mempertahankan daya saing dan kepercayaan di sektor pengembangan perumahan.

Kata Kunci: Brand Positioning, Market Segmentation

INTRODUCTION

Research Background

Technology and market competition have increased in this age of globalization, presenting both opportunities and problems for every business. The company produces a variety of new goods to meet the requirements of the market. When new items are created, consumer satisfaction rates do not rise since the new

products are just slightly or not at all modified. Under some conditions, the emergence of rivalry amongst comparable products benefits only the product that can draw in customers. As a result, every business is forced to compete with one another to attract customers. In order to prevail in competition, businesses must be able to attract and retain customers.

Nowadays, the goal of every business is to get the greatest spot on the market. For this reason, businesses are working to keep the clients they already have in addition to attempting to attract new ones. Expectations from customers are also a crucial factor that the business must take into account: as customers' expectations for product quality rise, so will the demand for the products. The wide range of products available today forces businesses to recognize that consumers typically select items that meet their requirements and expectations; thus, consumers will purchase items depending on the products' affordability. Customers are ultimately the ones who control the market, thus in order to satisfy them, the business must be able to comprehend their needs, wants, perceptions, and lifestyles and develop products that suit them. In order to maintain positive customer perceptions of their products and facilitate the development of a dependable marketing strategy, companies need to be able to make a lasting impression on their customers.

Thus, the organization needs to comprehend how customers and the market function as the initial step in the marketing process. The process involves two ways that individual consumers access or purchase goods: first, through advertisements or referrals from others, and second, by comparing products until they make a selection. Marketers must comprehend all facets of consumer behavior. Companies with vast, broad, or diverse markets cannot engage with every customer, but they can segment these markets into groups of consumers or segments with specific requirements and wants (Kotler and Keller, 2012). Next, a business must decide which market niches it can successfully service. Careful strategic planning and a deep comprehension of consumer behavior are needed to make this choice. Managers must comprehend what makes each market segment distinct and varied in order to create the finest marketing strategies. The secret to successful marketing is often identifying and catering to the appropriate target niches.

Consumer preferences can shift quickly, therefore it's critical for marketers to develop fresh approaches and commercial prospects (Chowdhury et al., 2015). The standard of living or style depending on the family, education level, and background poses a risk to the ability to accept changes. Thus, in order to make decisions about purchases, a segmentation approach is required. Conversely, Hassan and Craft (2012) explain how segmentation and brand positioning work together to form the core of a worldwide branding strategy. As a result, positioning is defined as a tactic to determine and allocate marketing resources among target market segments.

Segmenting is the practice of breaking up a bigger market into smaller segments based on one or more significant shared traits (Solomon et al., 2012). For nearly all marketers, in both consumer and business-to-business industries, this procedure is second nature. Since it's impossible to please everyone all the time, you have to try your hardest. Targeting is the next stage. According to Solomon et al. (2012), targeting is a tactic used by marketers to assess each possible segment's desirability. Solomon et al. (2012) states that positioning is the last phase of this method. Creating a marketing plan to affect a certain market segment's perception of a product or service in relation to competitors is known as positioning. Marketers must assess competing products using the same criteria that target consumers use to position a brand before persuading them that their organization, service, or product will satisfy their demands. Therefore, a key element influencing consumers' purchase decisions is the STP (Segmenting, Targeting, and Positioning) approach.

Research Objective

To investigate the interplay between brand positioning strategies, market segmentation practices, across diverse demographic segments, aiming to identify key determinants of successful strategies and potential variations in effectiveness among different consumer groups.

LITERATURE REVIEW

Brand Positioning Strategy

What is meant by brand positioning? "The act of designing the company's offering and image to occupy a distinctive place in the mind of the target market" is how Philip Kotler describes brand positioning. Put more simply, brand positioning explains how a company differs from its rivals and where it should be perceived by consumers. Effective brand positioning happens when a brand is perceived as favorable, valuable, and credible to the consumer. The sum of those three becomes unique to your business, and as a result, your customers carve out

a place for you in their minds. This is important because being "different" from the competition isn't enough to win in the market.

Market Segmentation Strategy

The technique of dividing a heterogeneous market into groups of potential customers with comparable demands and/or personalities and responses is known as market segmentation (Kotler, 2013). Two study organizations propose the creation of market sectors, specifically: Initially, the researchers looked at customer attributes including geography, demographics, and psychography in an attempt to define a market group. They looked at whether the consumer segment responded to a need or an alternative product. Secondly, some researchers attempt to create categories based on how consumers react to certain brands, times of usage, or benefits (Kotler, 2013).

Consumer Behavior

Furthermore, Kotler and Keller (2012) assert that considering behavioral variables is the ideal place to start when creating a market segment. Using behavioral segmentation, buyers are classified based on their readiness level, usage, attitude, and knowledge. Understanding the attributes or benefits that customers desire provides a twofold benefit. First, marketers will identify the goods and services that target audiences require to attract specific types of consumers. Additionally, marketers can identify the type of customer. The corporate market profile, a subset of the present market, can be used to identify potential customers.

Competitive Advantage

A business's capacity to consistently outperform other businesses in the industry by providing a service that is difficult to match is referred to as its competitive advantage. Michael Porter's work on competitive advantage and the forces of competition covers a large portion of a firm's competitive advantage. As a way to obtain a competitive edge, Porter has identified dedication to a generic strategy like cost, distinctiveness, or focus (Porter, 1985).

Customer Engagement

Brodie et al. (2011) defined customer engagement broadly. They proposed that it is an interactive process that involves a focal engagement subject (the customer) and an object (the brand); that it is a multidimensional concept that includes context-specific expressions of emotional, behavioral, and cognitive engagement; and that it is the central component of a larger nomological network of other relational constructs that serve as the antecedents and consequences of engagement.

Customer Loyalty

The notion of client engagement has gained widespread acceptance among marketing professionals, although lacking a precise definition, implementation, or assessment. The general consensus is that this approach will eventually boost customer loyalty (Nelson-Field and Taylor, 2012). However, as more and more funds are allocated to social media initiatives, a deeper comprehension of the idea becomes imperative.

Consumer Preferences

Gamliel and Herstein (2007) attempt to understand the factors that influence consumer preferences for store brands, as well as the relationship between consumer perceptions and store brand personality and how it affects consumer perceptions and willingness to purchase store brands.

Previous Studies

Winarsih and Harwiki (2018) identified the influence of positioning, segmenting, institutional image and service quality strategies on service purchase decisions. The population in this study were all the guardians of Muhammadiyah 18 Surabaya elementary school students, consists of 537 student's guardians. The sampling technique is cluster random sampling, then obtained 100 guardians of students to be asked to fill out the research questionnaire. The analytical method used to answer the hypothesis in this study is multiple regression analysis. The results of this study indicate that positioning, segmenting, and institution image do not affect service purchasing decisions, while the quality of service influences the purchasing decisions of education services at SD Muhammadiyah 18 Surabaya. The ineffectiveness of positioning, segmenting, and agency image strategies may be due to the inability of the school to determine and implement the strategy. Another possibility is that the influence of the strategy is mediated by the interest of students attending Muhammadiyah Elementary School.

Dahlan et al. (2022) determined the effect of Market Segmentation (MS), Targeting (TA), and Positioning (PO) on Purchasing Decisions (PD) and Consumer Loyalty (CL) in the N3D Wholesale Toy Business in Bontang. The sample was taken by as many as 140 respondents directly involving respondents, namely consumers who bought toys wholesale at the N3D Wholesale Toy Business in Bontang. Data collection was obtained by distributing questionnaires. The analytical tool used was descriptive analysis with the SEM method, namely PLS (Partial Least Square). The results showed that the market segmentation variable had a negative and significant effect on the purchasing decision variable, the targeting variable had a positive and significant effect on the purchasing decision variable, the positioning variable had a negative and insignificant effect on the purchasing decision variable, the segmentation variable had a positive and insignificant effect on the consumer loyalty variable, Positioning has a negative and insignificant effect on Consumer Loyalty, Purchase Decisions have a positive and significant impact on Consumer Loyalty. Thus, the N3D Toy Wholesale Business Store must continue to improve consumer targeting and purchasing decisions so consumer loyalty can continue to increase.

Dirwan (2022) determined the effect of promotion, positioning, and brand image on purchasing decisions for Samsung smartphones in engineering students at Hasanuddin University Makassar. This research uses quantitative research with 91 respondents. The testing stages that will be carried out are validity test, reliability test, classic assumption test consisting of (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis using the computer program SPSS for Windows version 17.0., coefficient of determination test (R²) and hypothesis testing consisting of the F test and t-test. The results partially showed a positive influence between promotions and purchasing decisions. Meanwhile, the partial test of the independent variable Positioning and Brand image on the dependent variable of Purchase Decision stated a positive and significant effect. All variables in this study, namely Promotion, Positioning, and Brand image, have a significant simultaneous effect on purchasing decisions. The researcher states that the Brand image variable has a dominant influence on the purchasing decision variable from these three variables. Based on the partial test results, the brand image variable was declared to have a more significant positive influence on the dependent variable, namely purchasing decisions.

RESEARCH METHOD

Research Approach

In order to give a thorough and in-depth explanation, this study uses a qualitative method with a descriptive approach on the analyzing the brand positioning and market segmentation of PT. Dharmabakti Ekaperdana housing division. In order to explain occurrences, facts, or events in light of the conditions under study, descriptive research carefully and methodically investigates the research object (Ramdhan, 2021).

Population, Samples and Technique Sampling

The population is a group that is the main focus of the research, while the sample is a subset of the population selected to be studied in the research. However, in qualitative research, the term 'sample' refers to the term 'informant' because of its emphasis on the in-depth understanding obtained from the participants involved (Haryoko et al., 2020). In this study, the population of focus is the employees at the PT. Dharmabakti Ekaperdana, consisting of various job levels and units with a total of 32 employees. The sample size represents the number of informants to be selected from the population for the research sample (Haryoko et al., 2020). Determining the sample size can be based on qualitative considerations, namely how well the sample can represent the variations and diversity within the population under study (Haryoko et al., 2020). In qualitative research, the required sample size is usually not as large as in quantitative research but rather focuses more on depth of understanding and data saturation. This research employs purposive sampling technique in sample selection (Sugiyono, 2019). The sample, referred to as Key Informants, consists of 5 employees from the PT Dharmabakti Ekaperdana, classified as follows: Director, Operational Manager, Sales & Marketing Officer, General Staff.

Data Collection Method

1. Interview is a form of dialogue between the interviewer and the interviewee with a specific purpose. It is a method of data collection through direct interaction and question-and-answer between the researcher and the individual providing statements or information (Sugiyono, 2019). In this research, the type of interview used is in-depth interview, involving a direct question-and-answer process with interview guidelines.
2. Documentation method records existing information in the form of documents, notes, and written reports relevant to the research objectives. This method complements other methods and provides a comprehensive

and accurate overview (Sugiyono, 2019). In this research, documentation method is used as a source of data or relevant evidence, including information obtained from PT. Dharmabakti Ekaperdana and other relevant reference materials.

RESULT AND DISCUSSION

Result

Categorization and Theme Accumulation

Displaying or presenting data in the form of categorization or grouping and creating an accumulation of themes aims to provide clarity in data in the form of themes as preliminary conclusions from interviews with key informants. The results of displaying data in the form of categorized themes and accumulated themes are presented in the following tables:

Table 1. Categorization and Theme Accumulation

Research Focus	Theme Code	Recurring Theme	Categorization Theme
What are the core values and mission of PT. Dharmabhakti Ekaperdana that you want your customers to recognize?	FT1.1 He	Competitive and Reliable Workforce	Internal Quality and Customer Satisfaction
	FT1.2 Ma	Quality and Sustainable Living	Internal Quality
	FT1.3 Ha	Competitive and Reliable Workforce	Internal Quality and Customer Satisfaction
	FT1.4 Da	Quality and Sustainable Living	Customer Satisfaction
	FT1.5 Vi	Quality and Sustainable Living	Customer Satisfaction
What unique features or benefits do PT. Dharmabhakti Ekaperdana's housing projects offer compared to competitors?	FT2.1 He	Holistic living and Community Development	Product Quality and Innovative Lifestyle
	FT2.2 Ma	Innovative and Sustainable Living	Innovative Lifestyle
	FT2.3 Ha	Convenient and sustainable living environment	Product Quality
	FT2.4 Da	Innovative and Sustainable Living	Innovative Lifestyle
	FT2.5 Vi	Secure and Convenient Urban Living with Accessible Community Amenities	Customer Accessibility
Who are your main competitors in the housing sector, and how do you differentiate PT. Dharmabhakti Ekaperdana from them?	FT2.3 Ha	Convenient and sustainable living environment	Product Quality
	FT3.1 He	Community focused development	Customer Satisfaction & Product Innovation
	FT3.2 Ma	Experience and Reliability	Customer Satisfaction
	FT3.3 Ha	Accessibility and Assurance	Customer Satisfaction & Product Innovation
	FT3.4 Da	Quality, Customer Focus, and Rapid Development	Customer Satisfaction
Who is your primary target market for housing projects?	FT3.5 Vi	Setting Quality Infrastructure and Sustainable Community Development.	Sustainable Company Facility
	FT4.1 He	Comfortable & Well-connected Residential experience	Company Facility & Customer
	FT4.2 Ma	Blue-collar and White-collar	Market Segmentation Strategy
	FT4.3 Ha	Sustainable and Community-Centric Housing Solutions	Demographic, Psychographic, Geographic

	FT4.4 Da	Targeting Young Families and Professionals with a Focus on Quality Living and Strategic Location	Demographic, Psychographic, Geographic
	FT4.5 Vi	Targeting a Diverse Audience with a Focus on Quality Living and Sustainable Development in Strategic Location	Demographic, Psychographic, Geographic
How do these market segmentation criteria influence your marketing strategies?	FT5.1 He	Digital Marketing, Social media engagement, and direct promotion	Strategic Marketing Management
	FT5.2 Ma	Promoting the advantages of Company's product	Strategic Marketing Management
	FT5.3 Ha	Market Segmentation Criteria using Marketing Strategy	Strategic Marketing Management
	FT5.4 Da	Strategic Marketing Approach	Strategic Marketing Management
	FT5.5 Vi	Effective Market Segmentation Driving Targeted Marketing Strategies and Personalized Customer Engagement	Market Segmentation
How do you measure the effectiveness of your market segmentation efforts?	FT6.1 He	Data collection through customer's behavior	Internal Appraisals
	FT6.2 Ma	Data collection through customer's behavior	Internal Appraisals
	FT6.3 Ha	Enhancing Marketing Effectiveness	Internal Appraisals
	FT6.4 Da	Data-Driven Market Segmentation Enhancing Marketing Effectiveness and Customer Engagement	Market Segmentation Strategy
	FT6.5 Vi	Performance Metrics Driving Continuous Improvement in Marketing Strategies	Market Segmentation Strategy

Source: Processed Data

The next step is the Accumulation of Themes or the grouping of emerging themes based on categories as research findings. This is done to group similar or related theme categories while still adhering to the research focus. The categorization of themes is presented in Table below:

Table 2: Accumulation of Themes Focus 1.

What are the core values and mission of PT. Dharmabhakti Ekaperdana that you want your customers to recognize?

Categorization of Themes Research Findings - Focus 1	Themes Emerging from Informant Statements				
	FT1.1 He	FT1.2 Ma	FT1.3 Ha	FT1.4 Da	FT1.5 Vi
Customer Satisfaction	✓		✓	✓	✓
Internal Quality	✓	✓	✓		

Source: Processed Data

The data displayed in table 2 above shows that in research focus 1, there are 2 categorizations of themes based on 4 emerging themes from statements of key informants in the study.

Table 3: Accumulation of Themes Focus 2.

What unique features or benefits do PT. Dharmabhakti Ekaperdana's housing projects offer compared to competitors?

Categorization of Themes Research Findings Focus 2	Themes Emerging from Informant Statements				
	FT2.1 He	FT2.2 Ma	FT2.3 Ha	FT2.4 Da	FT2.5 Vi
Product Quality	✓		✓		
Innovative Lifestyle	✓	✓		✓	

Source: Processed Data

The data displayed in table 3 above shows that in research focus 2, there are 2 categorizations of themes based on 3 themes emerging from statements of key informants in the study.

Table 4: Accumulation of Themes Focus 3.

Who are your main competitors in the housing sector, and how do you differentiate PT. Dharmabhakti Ekaperdana from them?

Categorization of Themes Research Findings Focus 3	Themes Emerging from Informant Statements				
	FT3.1 He	FT3.2 Ma	FT3.3 Ha	FT3.4 Da	FT3.5 Vi
Product Quality & Innovation	✓		✓		✓
Customer Satisfaction		✓	✓	✓	

Source: Processed Data

The data displayed in table 4 above shows that in research focus 3, there are 2 categorizations of themes based on 3 themes emerging from statements of key informants in the study.

Table 5: Accumulation of Themes Focus 4.

Who is your primary target market for housing projects?

Categorization of Themes Research Findings Focus 4	Themes Emerging from Informant Statements				
	FT4.1 He	FT4.2 Ma	FT4.3 Ha	FT4.4 Da	FT4.5 Vi
Demographic, Psychographic, Geographic			✓	✓	✓
Market Segmentation Strategy		✓	✓	✓	✓

Source: Processed Data

The data displayed in table 5 above shows that in research focus 4, there are 2 categorizations of themes based on 4 themes emerging from statements of key informants in the study.

Table 6: Accumulation of Themes Focus 5.

How do these market segmentation criteria influence your marketing strategies?

Categorization of Themes Research Findings Focus 5	Themes Emerging from Informant Statements				
	FT5.1 He	FT5.2 Ma	FT5.3 Ha	FT5.4 Da	FT5.5 Vi
Strategic Marketing Management	✓	✓	✓	✓	
Market Segmentation Strategy			✓		✓

Source: Processed Data

The data displayed in table 6 above shows that in research focus 5, there are 2 categorizations of themes based on 2 themes emerging from statements of key informants in the study.

Table 7: Accumulation of Themes Focus 6.

How do you measure the effectiveness of your market segmentation efforts?

Categorization of Themes Research Findings Focus 6	Themes Emerging from Informant Statements				
	FT5.1 He	FT5.2 Ma	FT5.3 Ha	FT5.4 Da	FT5.5 Vi
Internal Appraisals	✓	✓	✓	✓	
Market Segmentation Strategy				✓	✓

Source: Processed Data

The data displayed in table 7 above shows that in research focus 6, there are 2 categorizations of themes based on 2 themes emerging from statements of key informants in the study.

Discussion

The Role of Brand Positioning on PT. Dharmabhakti Ekaperdana

PT. Dharmabhakti Ekaperdana is deeply rooted in a set of core values that guide all aspects of its business operations. At the forefront is integrity, where the company prioritizes honesty, transparency, and consistency in every business activity and interaction. This commitment to integrity ensures that customers can trust in the reliability and fairness of the company's actions. Quality is another fundamental value, with a steadfast dedication to providing high-quality products and services that meet or exceed customer expectations. Innovation is also a key value, as the company continually strives to adapt to technological advancements and market trends, offering improved solutions that cater to the evolving needs of its customers. Moreover, customer service is paramount, with a focus on prioritizing customer satisfaction through responsive, friendly, and professional interactions. Social responsibility rounds out the core values, with a commitment to environmental stewardship and community well-being, ensuring that business practices are conducted sustainably and responsibly. Compared to previous research, PT Dharmabhakti Ekaperdana's core values and mission align well with the industry norms, where trustworthiness, customer satisfaction, and innovation are paramount. However, their specific focus on becoming the leading developer in North Sulawesi highlights a regional leadership ambition, which may not be as emphasized in broader research contexts. Both PT Dharmabhakti Ekaperdana and previous studies emphasize innovation and sustainability as critical differentiators, but the company's long-standing presence as a trust-building factor is unique. Their marketing strategy, which includes digital marketing, social media, door-to-door promotions, and participation in local expos, showcases a more localized and direct marketing approach compared to broader research, which often focuses more on technological and design innovations. The mission of PT. Dharmabhakti Ekaperdana is to create and enhance local human resources to be competitive, reliable, and highly professional, aiming to become one of the best and most trusted companies in North Sulawesi, particularly North Minahasa, in the housing development sector. This mission is realized through the establishment of a robust business network in the development sector, which helps maintain the company's presence and competitiveness. The company is dedicated to providing comfortable and high-quality housing at affordable prices, while also creating environments that support the well-being and harmony of its residents. By focusing on these core values and its mission, PT. Dharmabhakti Ekaperdana seeks to build lasting trust and ensure long-term satisfaction for its customers, demonstrating a steadfast commitment to quality, integrity, and innovation in the housing market.

The Role of Market Segmentation on PT. Dharmabhakti Ekaperdana

Market segmentation plays a pivotal role in PT Dharmabhakti Ekaperdana's strategy to effectively reach and serve its target market. The company primarily targets young families and professionals aged 25-45 in the Minahasa region, who are either seeking their first home or looking to upgrade to a larger secondary home. This demographic span both blue-collar and white-collar workers with middle incomes, whose workplaces are conveniently located within urban and developing suburban areas. Psychographically, these individuals value quality of life, comfort, security, and appreciate modern design and eco-friendly living environments. By segmenting its market based on demographics, psychographics, and geography, PT Dharmabhakti Ekaperdana can tailor its marketing efforts precisely. For instance, the company uses digital marketing channels and social media to reach younger audiences, while also conducting promotional activities at strategic locations frequented by its target demographic, such as shopping centers and expos in Manado Town Square. This targeted approach ensures that the marketing messages resonate with potential buyers who prioritize accessibility to essential services like hospitals, universities, and schools, as well as proximity to airports, ports, and highways. In comparison to previous research, PT Dharmabhakti Ekaperdana's market segmentation strategy aligns well with common practices in the housing development industry, which often target similar demographics who seek a balance between affordability and quality living environments. The emphasis on both blue-collar and white-collar workers highlights a broad approach to capture a diverse income range within the middle-income bracket, which is a common strategy in the industry. The focus on young families and professionals is also consistent with trends seen in housing development, where these groups are often key buyers. However, PT Dharmabhakti Ekaperdana's strategy is distinct in its highly localized focus, aiming to meet the specific needs of residents in the Minahasa region. This regional targeting is more precise compared to broader market segmentation strategies seen in previous research, which may focus on wider geographic areas or more generalized demographic criteria. Additionally, the company's marketing approach, which includes digital marketing, social media engagement, and direct promotions at strategic locations such as factories, offices, and expos, showcases a more direct and personal approach compared to the often broader and more generalized marketing strategies discussed in previous studies. Moreover, market segmentation enables PT Dharmabhakti Ekaperdana to optimize its resource allocation. By focusing resources on segments with the highest potential for sales and profitability, the company avoids wastage

on broad, untargeted campaigns. This approach not only enhances the effectiveness of its marketing initiatives but also improves customer satisfaction by delivering housing solutions that align closely with the specific needs and preferences of each segment. Furthermore, the ability to adapt and respond swiftly to changes in customer preferences and market dynamics is facilitated by market segmentation. Regular customer surveys and monitoring of social media interactions provide direct feedback from the target market, enabling PT Dharmabhakti Ekaperdana to refine its strategies and offerings continually. This adaptive capability ensures that the company remains competitive and maintains its position as a trusted and preferred developer in North Sulawesi, particularly in North Minahasa, known for its commitment to quality, innovation, and customer-centricity in housing development.

CONCLUSION AND RECOMMENDATION

Conclusion

1. PT Dharmabhakti Ekaperdana prides itself on its commitment to integrity, ensuring transparent and trustworthy dealings with customers, suppliers, and stakeholders alike. This commitment fosters a strong foundation of reliability and credibility in the market. Quality is another cornerstone of its brand positioning, reflected in the meticulous craftsmanship and attention to detail evident in every housing project. The company prioritizes innovation, continuously exploring modern architectural designs and integrating eco-friendly initiatives to create sustainable living environments.
2. The market segmentation strategy of PT Dharmabhakti Ekaperdana is finely tuned to target specific demographic, psychographic, and geographic profiles. Demographically, its primary market includes young families and professionals aged 25-45, typically middle-income earners seeking their first home or upgrading to larger residences. Psychographically, these customers value modern design, eco-friendly living, and a sense of community, aligning with the company's offerings that prioritize these aspects.

Recommendation

1. Given the increasing demand for eco-friendly living, PT Dharmabhakti Ekaperdana could further integrate sustainable features into their housing projects. This could include energy-efficient designs, renewable energy sources, and eco-friendly materials, which not only appeal to environmentally conscious buyers but also contribute to long-term cost savings for residents.
2. Investing in robust community amenities such as parks, recreational facilities, and communal spaces can foster a stronger sense of community among residents. These amenities can serve as focal points for social interaction and enhance the overall quality of life within PT Dharmabhakti Ekaperdana developments.
3. Leveraging digital platforms more effectively for marketing and customer engagement can broaden their reach and enhance customer experience. This includes targeted social media campaigns, virtual property tours, and interactive website features that facilitate easier access to information and decision-making for prospective buyers.
4. Offering more flexibility and customization options in home designs can attract a wider range of buyers. This could involve modular designs or flexible floor plans that cater to different family sizes and lifestyle preferences, ensuring that each buyer can personalize their living space according to their needs.
5. Continuously improving customer service processes and responsiveness can significantly enhance satisfaction levels. Implementing a robust feedback system, quick resolution of issues, and proactive communication with homeowners can build trust and loyalty among customers.
6. Collaborating with local businesses, educational institutions, and healthcare providers can add value to PT Dharmabhakti Ekaperdana developments. These partnerships can offer exclusive benefits to residents, such as discounts on services, educational programs, or access to healthcare facilities, thereby enriching the overall community experience.

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