

THE ROLE OF INTEGRATED MARKETING COMMUNICATION (IMC), ON PURCHASE DECISION THROUGH CUSTOMER EXPERIENCE IN HOUSING PT. GRAND ZAMZAM INDONESIA

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Abstract-Housing is one of society's essential needs, and PT. Grand Zamzam Indonesia is a property developer in Lumajang. Due to the rapid competition in the housing market, Integrated Marketing Communication (IMC) is crucial to provide the right customer experience and maximize purchasing decisions. The questionnaire was distributed directly to customers (buyers) of PT. Grand Zamzam Indonesia, with a total of 129 respondents. The data analysis was conducted using Smart PLS software version 3.0. Based on the results of data processing, the researcher draws the following conclusions: the effect of IMC on purchasing decisions through customer experience is higher, with a coefficient (O) of 0.342, compared to the direct effect of IMC on purchasing decisions, with a coefficient (O) of 0.266. Briefly, the researcher suggests the following recommendations based on the study findings: 1) For the IMC variable, the researcher recommends modifying the lowest mean of X2.1 (information via Tik Tok) with a mean of 3.42. The highest mean at X3.1 (meeting directly with marketing in the marketing office) with a mean of 4.12 should be maintained; 2) Regarding the customer experience variable, the company is advised to develop new strategies for the lowest mean of Y2.2 (freelance marketing recommendations) with a mean of 3.56. The highest means at Y1.1 (selection of house type) and Y1.2 (reputation brand) with means of 4.22 should be maintained with more innovative approaches.

Keywords: Integrated Marketing Communication (IMC), Purchase Decision, Customer Experience, Housing, PT. Grand Zamzam Indonesia

1. Introduction

Housing is one of the basic needs of society. Along with the rapid development of the times accompanied by an increasing population, it requires everyone to fulfill the primary need of having a house. According to the East Java Language Center (2021), Tapal Kuda is the name of an area in the eastern part of East Java Province, Lumajang is one of the parts of the Tapal Kuda area which includes several other cities such as Pasuruan, Probolinggo, Situbondo, Jember, Bondowoso, Situbondo, and Banyuwangi. Lumajang has the potential to be a fairly good property investment location, for various reasons, including: local government commitment, easy accessibility, awards in the tourism sector, property recommendations. Based on the commitment of the local

government, the high public interest in property in Lumajang is inseparable from the development of infrastructure, education, economy, and a new focus on tourism is also starting to be looked at. The district government's attention to access to Lumajang has high investment potential, especially in the property sector. Accessibility itself is the ease with which both private and public vehicles can reach an area. Lumajang Regency is considered to have relatively easy accessibility, because there are railroad lines and inter-provincial highways. Property prospects in Lumajang are fairly bright because of this ease of access. The rapid tourism, ease of access and public infrastructure in Lumajang also encourage property in Lumajang, therefore property prices will increase if the area is more rapidly developed. In connection with this, it is not surprising that many property companies have sprung up to fulfill people's desires regarding home ownership, one of which is PT Grand Zamzam Indonesia, which is one of the property companies in Lumajang.

2. Literature Review

2.1 Previous Research

Research by Nugroho (2017) there is a positive influence of marketing mix strategies on purchasing decisions. Mihaela (2015) integrated marketing communication is an activity that enables the creation of profitable customer relationships and creates product/brand or company value. Potjanajaruwit (2014) integrated marketing communication in terms of advertising, public relations, personal selling, sale promotion, and direct marketing are factors that influence purchases. Sandi (2017) customer experience partially and simultaneously affects purchasing decisions. Salam et al., (2019) the effect of the promotion mixes on purchasing decisions has a significant effect.

2.2 Theoretical Foundations

2.2.1 Purchase Decision

According to Ruslim & Tumewu (2015) the definition of a purchase decision is a stage when consumers take action or make a decision (whether this will be purchased / not). According to Ali et al., (2018) purchasing decisions are individual activities that are directly involved in making decisions that will be taken in purchasing products offered by sellers. Kotler & Armstrong (2018) explain that purchasing decisions are the stage in the buyer's decision-making process, where consumers will actually buy.

2.2.2 Integrated Marketing Communication (IMC)

IMC according to Andrews & Shimp (2017) is a communication process consisting of planning, creating, integrating and implementing various forms of marketing communication (such as: advertising, sales promotions, publications, events and so on). Morissan (2015) is a marketing communication planning concept that recognizes the added value of a comprehensive plan that evaluates the strategic role of various communication disciplines, for example, general advertising, direct response, sales promotion, and public relations and combines these disciplines to provide clarity, consistency, and maximum communication impact. Kotler & Keller (2021) define integrated marketing communication as a concept in which a company integrates and coordinates various communication channels to send clear, consistent, and convincing messages regarding the company and its products.

2.2.3 Customer Experience

Customer experience is the embodiment of a brand which covers all interactions between organizations and customers (Senjaya et al., 2013). According to De Keyser et al., (2015) customer experience as cognitive, emotional, physical, sensory, and social responses generated by market actors. According to Kavitha & Haritha (2018) customer experience refers to the inner and personal response that customers have to all direct or indirect interactions with the company.

3. Research Framework

3.1 Conceptual Framework

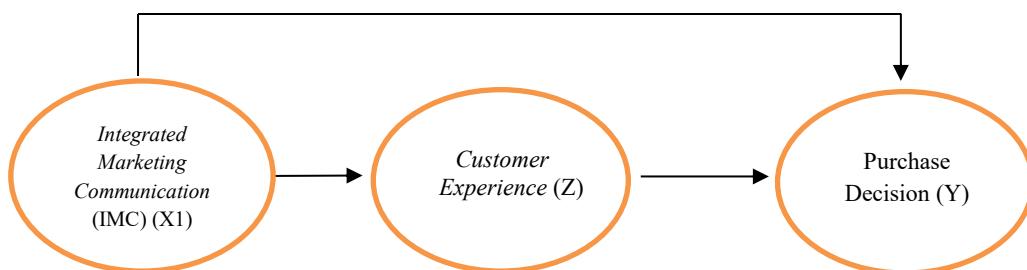


Figure 3.1 Conceptual Framework

Source: Data processed by researchers, 2023

3.2 Research Model

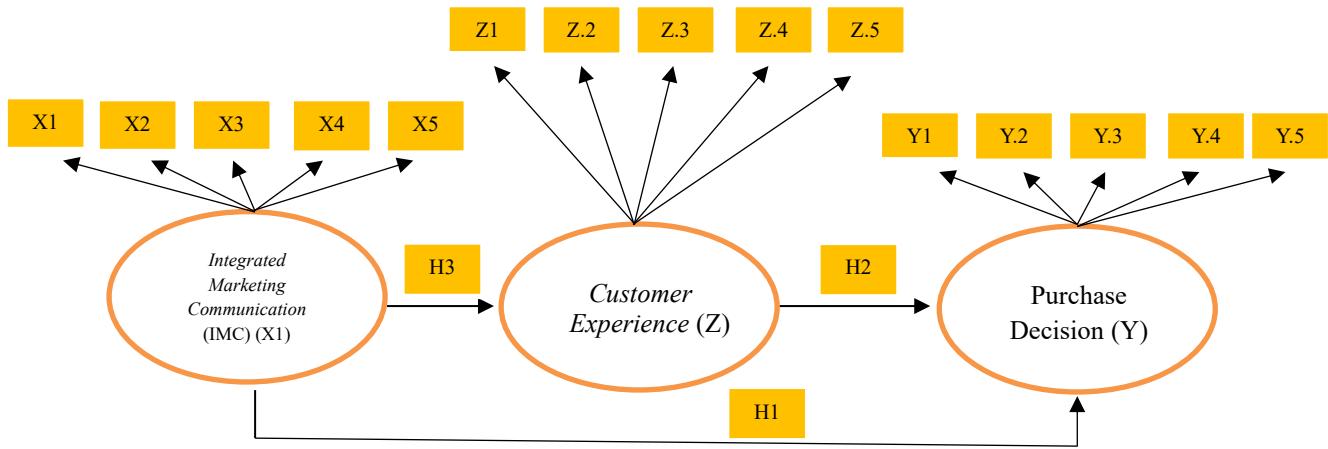


Figure 3.2 Research Model Using SEM-PLS Test

Source: Data processed by researchers, 2023

3.3 Hipotesis

H1: There is an influence of Integrated Marketing Communication (IMC) on purchasing decisions at PT Grand Zamzam Indonesia Housing.

H2: There is an influence of Customer Experience on purchasing decisions at PT Grand Zamzam Indonesia Housing.

H3: There is an influence of Integrated Marketing Communication (IMC) on Customer Experience in PT Grand Zamzam Indonesia Housing.

H4: There is an influence of Integrated Marketing Communication (IMC) on purchasing decisions through Customer Experience as intervening in PT Grand Zamzam Indonesia Housing.

4. Research Methods

4.1 Research Type, Sample, and Data Collection

This research uses quantitative methods. The population in the study used buyers in the housing company PT Grand Zamzam Indonesia. The sample was calculated using the Slovin formula with the results of 129 respondents. The method in the sample uses non-probability sampling, namely purposive sampling. Data collection using a closed questionnaire distributed directly to buyers at the housing company PT Grand Zamzam Indonesia. The questionnaire measuring instrument uses a Likert scale of 1-5.

4.2 Variables and Operational Definitions

Table 4.1 Variables and Operational Definitions

No.	Variables	Operational Definition	Indicator	Source
1.	Purchase Decision (Y)	Purchasing decisions are a series of processes in which there are several product choices that have previously been considered for their advantages or disadvantages until consumers finally decide to choose one of the choices.	Y1. Brand choice Y2. Choice of dealer Y3. Product selection Y4. Purchase amount Y5. Payment method	Kotler & Armstrong (2018)
2	Customer Experience (Z)	Consumer experience or customer experience is an internal and subjective response, sensation, response / interpretation from consumers / customers as a result of interactions both directly and indirectly with a brand, service provider or company. While the direct contact that occurs is during purchase, use, and service, as well as indirect contacts such as recommendations or criticism, advertisements, news reports, reviews and so on.	Z1. Experience in Product Z2. Experience in Environment Z3. Experience in Loyalty Communication Z4. Experience in Customer service and Social Exchanged Z5. Experience in Events	Senjaya <i>et al.</i> , (2013)
3	<i>Integrated Marketing Communication/IMC</i> (X)	IMC is an integrated marketing communication, which is an approach to ensure aligned brand communication for consumers across marketing channels.	X1. Advertising - print media: newspapers etc. - Electronic media - other public media; billboards etc. X2. Digital marketing communication - Social Media: Facebook, YouTube, Instagram, Twitter, TikTok. - Website - Interactive digital marketing: Olx, Urbanindo, Jualo.com, rumah123.com X3. Point purchase Communication - marketing office -sample house - pedestal, gate housing - call center	Luck, Edwina., Barker, N., Sassenberg, A. M., Chitty, B., Shimp, T. A., & Andrews, J. C. (2020)

No.	Variables	Operational Definition	Indicator	Source
			X4. Sales promotion - Discount - Free of charge name hall - Lucky draw X5. Direct marketing - Door to door X6. Personal selling X7. Sponsorship X8. Marketing Public Relation (MPR)	

Source: Data processed by researchers (2023).

This research analysis uses descriptive statistics and Structural Equation Modeling - Partial Least Square (SEM-PLS) which consists of Inner and Outer Model testing.

5. Result and Discussion

5.1. Validity Test

The test criteria state that if the Pearson correlation ≥ 0.000 , means that the questionnaire item is declared valid or able to measure the variable it is measuring. For more details, it is presented in the table as follows.

Table 5.5 Validity Test

Variables	Item	Pearson correlation	Sig	Description
Integrated Marketing Communication (X)	X1.1.	0.651	0.000	Valid
	X1.2.	0.608	0.000	Valid
	X2.1.	0.751	0.000	Valid
	X2.2.	0.743	0.000	Valid
	X2.3.	0.741	0.000	Valid
	X2.4.	0.683	0.000	Valid
	X3.1.	0.545	0.000	Valid
	X4.1.	0.569	0.000	Valid
	X5.1.	0.686	0.000	Valid
	X5.2.	0.462	0.000	Valid
Customer Experience (Z)	Z1.1.	0.699	0.000	Valid
	Z1.2.	0.760	0.000	Valid
	Z2.1.	0.667	0.000	Valid
	Z2.2.	0.656	0.000	Valid
	Z3.1.	0.778	0.000	Valid
	Z3.2.	0.801	0.000	Valid
	Z3.3.	0.796	0.000	Valid
	Z4.1.	0.835	0.000	Valid
	Z4.2.	0.821	0.000	Valid
	Z5.1.	0.542	0.000	Valid
Decision Purchase (Y)	Y1.1.	0.504	0.000	Valid
	Y1.2.	0.559	0.000	Valid
	Y2.1.	0.649	0.000	Valid
	Y2.2.	0.603	0.000	Valid
	Y3.1	0.737	0.000	Valid

Variables	Item	Pearson correlation	Sig	Description
	Y4.1.	0.745	0.000	Valid
	Y5.1.	0.755	0.000	Valid
	Y5.2.	0.841	0.000	Valid
	Y5.3.	0.791	0.000	Valid
	Y5.4.	0.819	0.000	Valid

Source: Data processed by researchers (2023)

Based on the table above, it can be seen that all the Pearson correlation values of each item with the total score > 0.000 . Thus, the items are declared valid or able to measure these variables, so they can be used as data collection tools in this study.

5.2 Reliability Test

The decision-making criterion is if the Cronbach's Alpha coefficient value ≥ 0.6 means that the instrument item is declared reliable.

Table 5.6 Reliability Test

Variables	Item	Cronbach's Alpha	Alpha If Item Deleted	Description
Integrated Marketing Communication (X)	X1.1.	0.849	0.828	Reliable
	X1.2.		0.832	
	X2.1.		0.817	
	X2.2.		0.818	
	X2.3.		0.818	
	X2.4.		0.826	
	X3.1.		0.838	
	X4.1.		0.841	
	X5.1.		0.825	
	X5.2.		0.846	
Customer Experience (Z)	Z1.1.	0.906	0.898	Reliable
	Z1.2.		0.890	
	Z2.1.		0.897	
	Z2.2.		0.897	
	Z3.1.		0.887	
	Z3.2.		0.886	
	Z3.3.		0.886	
	Z4.1.		0.883	
	Z4.2.		0.885	
	Z5.1.		0.903	
Decision Purchase (Y)	Y1.1.	0.889	0.891	Reliable
	Y1.2.		0.888	
	Y2.1.		0.882	
	Y2.2.		0.886	
	Y3.1		0.876	
	Y4.1.		0.876	
	Y5.1.		0.875	
	Y5.2.		0.866	
	Y5.3.		0.872	
	Y5.4.		0.869	

Source: Data processed by researchers (2023)

From the table above, it is known that the value of Cronbach's Alpha for all variables is greater than 0.60 and value of *Alpha If Item Deleted < Cronbach's Alpha* so the variables are declared reliable.

5.3 Respondent Characteristics

It is known that of the 129 respondents at PT Grand Zamzam Indonesia, 66 respondents or 51.2% were male, and 63 respondents or 48.8% were female. Based on occupation, it can be seen that of the 129 respondents who were sampled, 35 people (27.13%) worked as civil servants (PNS), 44 people (34.1%) worked as private employees, 14 people (10.85%) worked as entrepreneurs, and there were 36 people (27.9%) other answers answered: working as housewives 10 people, BUMN / D employees 8 people, TNI / POLRI 3 people, the rest and others retired, honorary. There tend to be more housewives here because it is in accordance with the answers to the characteristics of the respondents above, namely more women.

Based on the type of house of 129 respondents, 39 people (30.2%) have a Type 36 (1 Floor) house, 47 people (36.4%) have a Type 44/45 (1 Floor) house, 28 people (21.7%) have a Type 60 (2 Floor) house, and 15 people (3.7%) have a Custom Type house. Based on income, 42 people (32.6%) earn less than 5,000,000, 50 people (38.8%) earn 5,000,000 - 10,000,000, 15 people (11.6%) earn 10,000,000 - 15,000,000, 8 people (6.2%) earn 15,000,000 - 20,000,000, and 14 people (10.9%) earn > 20,000,000.

5.4 Descriptive Statistics

This integrated marketing communication (X) variable, known is the grand mean of 3.79. The lowest is in X2.1 (information through Tik Tok) with a mean of 3.42 and the highest value is X3.1 (information through marketing at the housing marketing office) with the highest mean value of 4.16.

The customer experience variable (Z) is known to have a grand mean of 4.00. The lowest value is Z5.1 (exhibition booth) with a mean of 3.56. While the highest value is Z2.1 (residential environment that is kept clean) with the highest mean of 4.22.

The purchasing decision variable (Y) is known to have a grand mean of 3.76. The lowest value is Y2.2 (freelance marketing recommendations) with a mean of 3.39. While the highest value is Y1.1 (choice of house type) with a mean of 4.05.

5.4.1 Outer Model

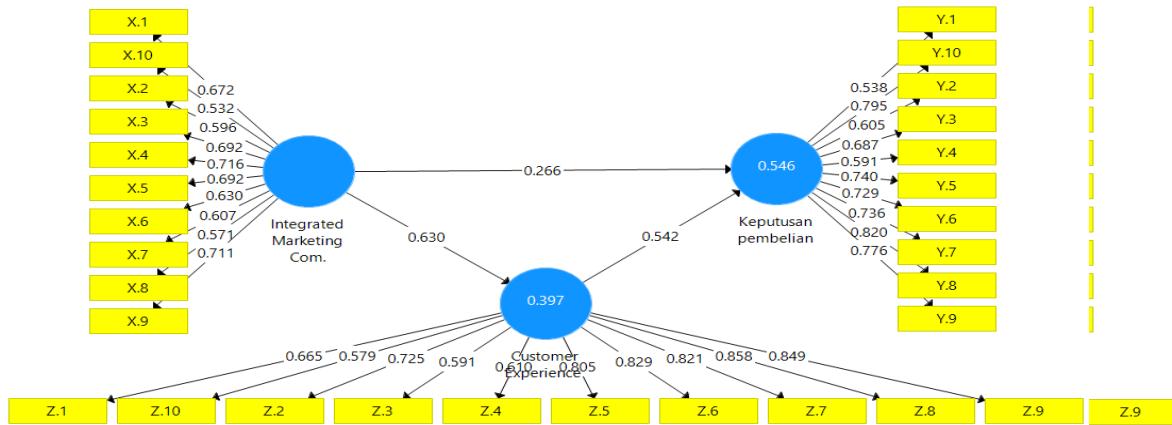


Figure 5.1 Path Diagram

Source: Data processed by researchers (2023)

1. Convergent Validity

The results of convergent validity testing are presented in the following table.

Table 5.1 Convergent Validity

Variable Laten	Indikator/ Item	Loading Factor	Cut Off	Description
Integrated Marketing Communication (X)	X1.1.	0.672	0.5	Valid
	X1.2.	0.596	0.5	Valid
	X2.1.	0.692	0.5	Valid
	X2.2.	0.716	0.5	Valid
	X2.3.	0.692	0.5	Valid
	X2.4.	0.630	0.5	Valid
	X3.1.	0.607	0.5	Valid
	X4.1.	0.571	0.5	Valid
	X5.1.	0.711	0.5	Valid
	X5.2.	0.532	0.5	Valid
Customer Experience (Z)	Z1.1.	0.665	0.5	Valid
	Z1.2.	0.725	0.5	Valid
	Z2.1.	0.591	0.5	Valid
	Z2.2.	0.610	0.5	Valid
	Z3.1.	0.805	0.5	Valid
	Z3.2.	0.829	0.5	Valid
	Z3.3.	0.821	0.5	Valid
	Z4.1.	0.858	0.5	Valid
	Z4.2.	0.849	0.5	Valid

<i>Variable Laten</i>	<i>Indikator/ Item</i>	<i>Loading Factor</i>	<i>Cut Off</i>	<i>Description</i>
Decision Purchase (Y)	Z5.1.	0.579	0.5	Valid
	Y1.1.	0.538	0.5	Valid
	Y1.2.	0.605	0.5	Valid
	Y2.1.	0.687	0.5	Valid
	Y2.2.	0.591	0.5	Valid
	Y3.1	0.740	0.5	Valid
	Y4.1.	0.729	0.5	Valid
	Y5.1.	0.736	0.5	Valid
	Y5.2.	0.820	0.5	Valid
	Y5.3.	0.776	0.5	Valid
	Y5.4.	0.795	0.5	Valid

Source: Data processed by researchers (2023)

Based on the measurement analysis results in the table above, it can be seen that all indicators that measure the Integrated Marketing Communication (X), Customer Experience (Z), and Purchase Decision (Y) variables have a loading factor value greater than 0.5. This the indicator is declared valid for measuring variables.

2. Discriminant Validity

The results of the cross-correlation calculation are presented in the following table.

Table 5.2 Discriminant Validity

<i>Indikator/Item</i>	<i>Integrated Marketing Communication (X)</i>	<i>Purchase Decision (Y)</i>	<i>Customer Experience (Z)</i>
X1.1.	0.672	0.456	0.364
X1.2.	0.596	0.394	0.209
X2.1.	0.692	0.308	0.332
X2.2.	0.716	0.429	0.394
X2.3.	0.692	0.322	0.343
X2.4.	0.630	0.295	0.314
X3.1.	0.607	0.315	0.581
X4.1.	0.571	0.412	0.320
X5.1.	0.711	0.529	0.484
X5.2.	0.532	0.366	0.543
Y1.1.	0.288	0.538	0.488
Y1.2.	0.338	0.605	0.580
Y2.1.	0.403	0.687	0.602
Y2.2.	0.373	0.591	0.326
Y3.1	0.488	0.740	0.545
Y4.1.	0.516	0.729	0.415
Y5.1.	0.438	0.736	0.450
Y5.2.	0.501	0.820	0.484
Y5.3.	0.467	0.776	0.529
Y5.4.	0.453	0.795	0.515
Z1.1.	0.398	0.478	0.665
Z1.2.	0.426	0.547	0.725
Z2.1.	0.239	0.257	0.591

<i>Indikator/Item</i>	<i>Integrated Marketing Communication (X)</i>	<i>Purchase Decision (Y)</i>	<i>Customer Experience (Z)</i>
Z2.2.	0.248	0.264	0.610
Z3.1.	0.518	0.542	0.805
Z3.2.	0.564	0.541	0.829
Z3.3.	0.528	0.614	0.821
Z4.1.	0.533	0.601	0.858
Z4.2.	0.546	0.644	0.849
Z5.1.	0.476	0.544	0.579

Source: Data processed by researchers (2023)

Based on the cross-correlation measurement in the table above, it can be seen that all indicators that measure Integrated Marketing Communication (X), Customer Experience (Z), and Purchasing Decisions (Y) produce a loading factor that is greater than the cross correlation on other variables. Thus, it can be stated that each of these indicators is able to measure the latent variable corresponding to the indicator.

3. Construct Validity Reliability

The results of the calculation of composite reliability and Cronbach alpha can be seen through the summary presented in the following table.

Table 5.3 Construct validity reliability

Variables	Cronbach's Alpha	Composite Reliability
Integrated Marketing Communication (X)	0.844	0.876
Customer Experience (Z)	0.906	0.923
Purchase Decision (Y)	0.886	0.908

Based on the table above, it can be seen that the composite reliability value on the Integrated Marketing Communication (X), customer experience (Z), and Purchase Decision (Y) variables is greater than 0.7, so it is declared reliable.

4. Hypothesis Testing

This hypothesis testing model is a type of inner model because it shows the specification of the causal relationship between latent variables (structural model). The test criteria state that if the T Statistics value \geq T Table (1.96) or p value $<$ level of significance (alpha = 5%) then it is stated that there is a significant effect of exogenous variables on endogenous variables. The test results can be seen in the following table.

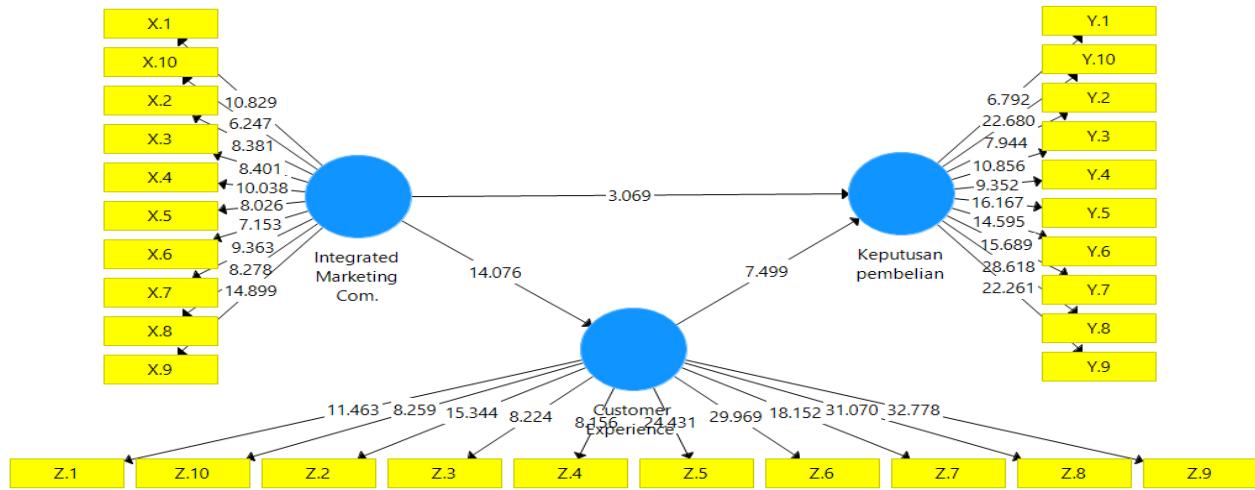


Figure 5.2 Diagram Path – T Statistics

Source: Data processed by researchers (2023)

Table 5.4. Hypothesis Test

Hypothesis	Path	Original Sample (O)	STDEV	T Statistics	P Values
H1	$X \rightarrow Y$	0.266	0.087	3.069	0.002*
H2	$Z \rightarrow Y$	0.542	0.072	7.499	0.000*
H3	$X \rightarrow Z$	0.630	0.045	14.076	0.000*
H4	$X \rightarrow Z \rightarrow Y$	0.342	0.051	6.706	0.000*

* Significant p value $\leq 5\%$

Based on the table above, it can be seen that the mathematical structural model formed is.

Equation 1: $Z = 0.630 X$

Equation 2: $Y = 0.266 X + 0.542 Z$

- The test of the effect of Integrated Marketing Communication (X) on Purchasing Decisions (Y) resulted in a *t statistic* of 3.069 and a *p value* of 0.002. The test results show that the *p value* (0.002) $<$ *level of significance* (*alpha* = 5%). This means that at a real level of 5% it can be concluded that there is a significant effect of Integrated Marketing Communication (X) on Purchasing Decisions (Y).
- The test of the effect of Customer Experience (Z) on Purchasing Decisions (Y) resulted in a *t statistic* of 7.499 and a *p value* of 0.000. The test results show that the *p value* (0.000) $<$ *level of significance* (*alpha* = 5%). This means that at a real level of 5% it can be concluded that there is a significant effect of Customer Experience (Z) on Purchasing Decisions (Y).
- The test of the effect of Integrated Marketing Communication (X) on Customer Experience (Z) resulted in a *t statistic* of 14.076 and a *p value* of 0.000. The test results show that the *p value* (0.000) $<$ *level of significance* (*alpha* = 5%). This means that at a real level of 5% it can be concluded that there is a significant effect of Integrated Marketing Communication (X) on Customer Experience (Z).

- The test of the effect of Integrated Marketing Communication (X) on Purchasing Decisions (Y) through the mediator Customer Experience (Z) resulted in a *t statistic* of 6,706 and a *p value* of 0.000. The test results show that the *p value* (0.000) < *level of significance (alpha = 5%)*. This means that there is a significant influence of IMC (X) on Purchasing Decisions (Y) through the mediator Customer Experience (Z).

5.4.2. Inner Model

Testing of the inner model or structural model is carried out to see the relationship between the constructs, the significance value and the R-square of the research model. The coefficient of determination (R^2) of the dependent variable is presented in Table 5.5.

Table 5.5. Test results of *R-square*

Variable	R Square
Integrated Marketing Communication (X)	0.659
Customer Experience (Z)	0.739

Source: Research Processed Data (2023)

Based on Table 5.5, it can be seen if the R-square value of the Integrated Marketing Communication variable is 0.659. It can be interpreted that is 65.9%, and Customer Experience variable with an R-square value of 73.9%. Based on Table 5.5, the value of predicate relevance (Q^2) can be calculated, namely:

$$\begin{aligned}
 Q^2 &= 1 - (1-R1^2)(1-R2^2) \\
 &= 1 - (1-0.659)(1-0.739) \\
 &= 1 - (0.341)(0.261) \\
 &= 1 - 0.08 \\
 &= 0.92
 \end{aligned}$$

The results of the calculation above can be explained that the model has a value > 0 which is equal to 0.92. It can be concluded that the model has a predictive relevance value or the model deserves to be said to have a relevant predictive value

5.2 Discussion

5.2.1 Integrated Marketing Communication (IMC) on Purchasing Decisions

Integrated Marketing Communication has a positive value of 0.266, indicating that Integrated Marketing Communication has a positive effect on Purchasing Decisions.

5.2.2 Customer Experience on Purchasing Decision

Customer Experience has a positive value of 0.542, indicating that customer experience has a positive effect on purchasing decisions.

5.2.3 Integrated Marketing Communication (IMC) on Customer Experience

Integrated Marketing Communication has a positive value of 0.630, indicating that Integrated Marketing Communication has a positive effect on Customer Experience.

5.2.4 Integrated Marketing Communication (IMC) on Purchasing Decision through Customer Experience Sebagai Intervening

Integrated Marketing Communication through customer experience has a positive value of 0.342, indicating that IMC has a positive influence on Purchasing Decisions through customer experience. This means that customer experience is able to positively mediate the effect of Integrated Marketing Communication on Purchasing Decisions.

5.3 Managerial Implications

The results of the research findings can be recommended several policy implications according to the priorities that can be given as input for management as compiled in Table 5.7 as a solution to practical research problems.

Table 5.7 Managerial Implications

No.	Before Research After Research	Before Research After Research
1	<p>Integrated Marketing Communication (IMC) (X):</p> <ul style="list-style-type: none"> • X2.1. (Information via Tik Tok) with the lowest mean of 3.42 out of 3.79, this is because Tik Tok is a new platform, most of whose users are young people of generation Y (1980-1995) and generation Z (1997-2000s), while the average buyer at PT Grand Zamzam Indonesia is the generation above that who works as civil servants and private employees who do not use Tik Tok much. • While the highest grand mean is X3.1. (Information through marketing at the housing marketing office) with the highest mean value of 4.16 from 379 this is because buyers at PT Grand Zamzam Indonesia tend to be more confident after meeting directly with marketing. 	<ul style="list-style-type: none"> • Creating vlog content by targeting the baby boomer generation (1946-1964) and generation X (1965-1980) segments who work as civil servants, private employees and entrepreneurs who are our target market by providing educational content and video vlogs, home reviews, with short video durations to be easily understood by these segments, in the future so that these variables can increase purchasing decisions more optimally. • For X3.1. to be maintained by equipping marketing periodically by including training so that new things in the world of marketing and can be maximized in marketing products directly to users, at least 2 times a year, both local and national scale training.
2	<p>Customer Experience (Z):</p> <ul style="list-style-type: none"> • The lowest item of the customer experience variable is Y2.2 (freelance marketing recommendations) with a mean of 3.39 out of 3.76. This is because in Lumajang there are no property agents like Era/Ray White. Freelance marketing is usually an individual who has a sideline as a realtor/brokerr • While the highest mean is on Y1.1. (Choice of house type) with a mean of 4.05, there are 3 (three) types of houses in PT Grand Zamzam Indonesia housing, namely: type 36, type 45 and type 60 (2-storey house), although the segment we are targeting is the upper middle class, the company still provides a choice of types so that it can still be reached by all levels of Lumajang society. • Y1.2 (brand reputation) also has the same high mean value of 4.05, this is because PT Grand Zamzam Indonesia has been active for 11 years 	<ul style="list-style-type: none"> • For Y2.2 (freelance marketing recommendations) PT Grand Zamzam Indonesia in the future will revive training in the field of marketing, and create a new marketing community, by providing regular training once a month and free of charge, where later from all participants who participate later can be selected which ones have good potential can be directly invited to work with PT Grand Zamzam Indonesia, with the aim that the customer experience of this freelance marketing can be maximized in increasing sales. • For Y1.1 (choice of house type) will add a virtual tour service, prospective buyers do not need to survey directly to the location, just by utilizing this service. • Addition of Link, which is equipped with a mortgage calculator, so that prospective buyers can find out how much monthly installments the house will buy

No.	Before Research After Research	Before Research After Research
	<p>in Lumajang, the PT Grand Zamzam Indonesia brand is much better known than other developers. PT Grand Zamzam Indonesia received 2 awards in 2022, namely: Developer with the title with the most realization in 2022 from Bank Mandiri and received an award as Property Company with the best service from Radar Jember in 2022.</p>	<ul style="list-style-type: none"> As for Y1.2 (brand reputation) which has the same high mean value of 4.05. PT Grand Zamzam Indonesia, will remain committed to obeying local government regulations and will maintain the company's reputation in the future. Still aiming for an award in 2023 to be the best developer, both from banks and others.

6 Conclusion and Suggestions

6.1 Conclusion

Based on the results of data processing, researchers draw conclusions about the relationship between variables, as follows:

1. There is an influence of Integrated Marketing Communication (IMC) on purchasing decisions at PT Grand Zamzam Indonesia Housing.
2. There is an influence of Customer Experience on purchasing decisions at PT Grand Zamzam Indonesia Housing.
3. There is an influence of Integrated Marketing Communication (IMC) on Customer Experience at PT Grand Zamzam Indonesia Housing.
4. There is an influence of Integrated Marketing Communication (IMC) on purchasing decisions through Customer Experience as intervening in PT Grand Zamzam Indonesia Housing.

6.2 Suggestion

6.2.1 Practical Advice

Companies need to maximize Integrated Marketing Communication (IMC) which utilizes the Tik Tok platform as a medium that provides information on housing products for sale and meeting directly with marketing in the office can be improved from the quality of places and services. The company prioritizes customer experience through the reputation of PT Grand Zamzam Indonesia as the main face that provides housing so that consumers make purchasing decisions by looking at various types of choices. Freelance marketing recommendations play an important role in providing customer experience to buyers so that companies are expected to make new strategies both providing training and creating marketing communities in order to maximize customer experience through freelance marketing.

6.2.2 Academic Advice

Future researchers need to review what factors influence a person to buy housing either through Integrated Marketing Communication (IMC) variables directly or through customer experience. Future research is expected to develop this research on analysis models and other variables that have not been discussed in this study, so that it can be used as a source / reference material.

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