

BREAKING INTO THE RESIDENTIAL PROPERTY MARKET: DEVELOPING AN EFFECTIVE 7+1P MARKETING MODEL FOR CLOSING DEALS

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Abstract

The objective of this study is to analyze the contribution of an expanded marketing mix, specifically the 7+1P model (Product, Price, Place, Promotion, People, Process, Physical Evidence, and Privacy), to the success of closing deals in subsidized housing in Medan City. The research utilizes a quantitative approach with descriptive and verification designs, involving a sample of 350 respondents including buyers, developers, and marketing personnel. Data were collected via closed questionnaires and analyzed through multiple linear regression using SPSS software. The results demonstrate that all elements of the 7+1P marketing mix Product, Price, Place, Promotion, People, Process, Physical Evidence, and Privacy have a positive and significant effect on closing deals both partially and simultaneously. The model explains 68% of the variation in closing success, with Privacy emerging as the most influential factor, followed by Product and Place. Consequently, it is recommended that developers strategically integrate privacy elements, such as personal data protection, digital transaction security, and residential environmental comfort, as key differentiators to build consumer trust. Furthermore, developers must continue to optimize product quality and strategic locations to remain competitive and meet the specific housing needs of low-income communities.

Keywords: *Marketing Mix; Privacy; Sales; Property; Subsidized Housing*

INTRODUCTION

The subsidized housing industry in Medan City plays an important role in meeting the housing needs of low-income communities. Although supported by government programs such as FLPP, sales realization remains suboptimal. Many developers struggle to reach the closing deal stage, making marketing strategy a key factor in attracting and convincing consumers until a transaction occurs (Handayani & Rinaldi, 2023; Rifas & Nuslthi, 2025). The 7P marketing mix concept has long been used as a comprehensive marketing strategy framework. These seven elements include product, price, place, promotion, people, process, and physical evidence (Kartika & Rudianto, 2020; Purnamasari et al., 2025; Yanto & Maulana, 2022). In the context of subsidized housing, these elements have different contributions to purchasing decisions (Magfirah & Habiburahman, 2022). For example, products that meet community needs, affordable prices, strategic locations, informative promotions, communicative marketing personnel, easy transaction processes, and physical evidence such as attractive show units can significantly drive the success of closing deals (Hairudin & Hasbullah, 2023; Aditya et al., 2025; Muis et al., 2021).

Although these seven elements have been widely studied and implemented, the development of the digital era and increasing public awareness of personal data protection require adjustments in marketing strategy (Handayani & Moktar, 2023; Santoso, 2024). Today's consumers not only consider traditional factors but also pay attention to the security and comfort of personal information during the process of searching for and purchasing a house (Widiana, 2025; Belinda & Nofitasari, 2025; Sapiri & Nurhidayanti, 2023; Dhianty, 2022). This is where the eighth element, Privacy, emerges as a form of novelty in the modern property marketing mix (Dhianty, 2022; Istiqomah, 2023; Putri et al., 2025). This aspect includes the protection of prospective buyers' personal data, security of digital transactions, and assurance of comfort in the dwelling from the perspective of environmental privacy (Adamy, 2022; Retnowati et al., 2025). The main difference in this study lies in its focus on subsidized housing buyers, for whom

the Privacy element is more relevant, given their vulnerability to the risk of personal data leakage and the importance of environmental security assurance (Lita & Auliya, 2019). On the other hand, the Privacy element has not been widely addressed in previous studies related to subsidized housing. Thus, this study provides a deeper theoretical contribution regarding the integration of Privacy into subsidized housing marketing, as well as more specific solutions for housing developers in creating differentiation and improving marketing effectiveness in the highly competitive subsidized housing market (Yusuf & Dirgantara, 2020; Rikaz *et al.*, 2022).

Particularly in Medan City, a large city with high population growth and urbanization, the demand for housing that is not only affordable but also safe and comfortable in terms of privacy is becoming increasingly relevant. Prospective buyers, especially the younger generation and young families, are increasingly critical in choosing housing that is not only physically adequate but also meets privacy protection standards both digitally and environmentally. However, to date, few subsidized housing developers have explicitly integrated the privacy aspect into their marketing strategies. In fact, this aspect can be an added value that differentiates a project from its competitors.

Therefore, research on the contribution of the 8Ps, including Privacy as a novelty element, to closing deals in subsidized housing in Medan City is important. This study not only enriches the study of the property marketing mix but also provides strategic solutions for developers to adapt to modern market demands (Rikaz *et al.*, 2022).

In subsidized housing marketing, the seven elements of the marketing mix (7Ps) strongly influence the success of closing deals. Product includes design, building quality, and supporting facilities that meet community needs (Sauki, 2024). As a form of novelty, this study adds an eighth element, namely Privacy. In the current property marketing context, privacy is an important issue that has not been strategically addressed by many developers. Privacy includes the protection of consumers' personal data during digital marketing and transaction processes, as well as the aspect of residents' comfort regarding housing environmental privacy, such as security systems, the one-gate system concept, and house designs that maintain private family spaces.

Although the market potential of subsidized housing is relatively large, developers and stakeholders still face crucial challenges when attempting to enter and dominate this market segment. One of the main obstacles lies in limited accessibility and the ineffectiveness of product distribution to target consumers. Within this framework, the implementation of the 7+1P marketing model (Product, Price, Place, Promotion, People, Process, Physical Evidence, and Partnership/Power) is crucial to be strategically reformulated. The successful integration of these elements is projected to overcome distribution barriers while optimizing the affordability of housing units for Low-Income Communities.

On the other hand, the rapid development of digitalization supported by advances in Artificial Intelligence (AI) technology and semiconductor infrastructure opens new opportunities to redefine property marketing strategies. The use of AI enables more precise consumer data analysis, interaction automation, and offer personalization that can significantly accelerate the purchasing decision process and increase the success rate of closing deals. However, the effectiveness of integrating this intelligent technology into the subsidized housing marketing ecosystem still requires in-depth empirical study.

In addition, fundamental challenges also arise in the context of downstreaming and industrialization of the subsidized housing property sector, where supply chain constraints, bureaucracy, and regulations often slow the distribution of products to end consumers.

LITERATURE REVIEW

The Marketing Mix in Property Marketing

The marketing mix has long served as a foundational framework for formulating competitive marketing strategies, evolving from the original 4Ps to the extended 7Ps model widely adopted in service-based industries such as property marketing (Kartika & Rudianto, 2020; Yanto & Maulana, 2022). The seven elements product, price, place, promotion, people, process, and physical evidence provide a comprehensive lens through which developers can design offerings and manage consumer experiences (Purnamasari *et al.*, 2025). In the subsidized housing sector, each element holds distinct significance. Product encompasses design, building quality, and supporting facilities that must align with the needs of low-income communities (Sauki, 2024). Price must remain affordable while still ensuring project viability (Muis *et al.*, 2021). Place involves strategic location and accessibility, while promotion must be informative and targeted (Hairudin & Hasbullah, 2023). Furthermore, people, process, and physical evidence shape service quality, trust, and consumer confidence, ultimately influencing purchase decisions (Aditya *et al.*, 2025; Magfirah & Habiburrahman, 2022).

Despite the widespread application of the 7P framework, empirical studies indicate that the contribution of each element varies across market segments. In subsidized housing, factors such as product affordability, transparent processes, and tangible proof such as show units are particularly critical in driving consumer decisions (Hairudin & Hasbullah, 2023; Muis *et al.*, 2021). However, the traditional 7P model may no longer fully capture the evolving expectations of modern consumers, especially in the digital age where concerns about data security and privacy have intensified (Handayani & Moktar, 2023; Santoso, 2024).

Extending the Marketing Mix: Privacy as the Eighth P

Recent scholarly discourse has proposed adding Privacy as an eighth element of the marketing mix, particularly in the context of digital and property marketing (Dhianty, 2022; Istiqomah, 2023; Putri *et al.*, 2025). Privacy encompasses multiple dimensions relevant to property transactions: protection of prospective buyers' personal data, security of digital transactions, and assurance of residential environmental privacy (Adamy, 2022; Retnowati *et al.*, 2025). As consumers become increasingly aware of data protection rights, their purchasing decisions are no longer solely based on traditional marketing elements but also on the perceived safety and confidentiality of their personal information throughout the buying process (Widiana, 2025; Belinda & Nofitasari, 2025; Sapiri & Nurhidayanti, 2023).

For subsidized housing buyers, the relevance of privacy is even more pronounced. This segment often comprises individuals who may be more vulnerable to data misuse and who place high value on security guarantees, both digitally and within their residential environment (Lita & Auliya, 2019). Environmental privacy such as one-gate security systems, controlled access, and home designs that preserve family private spaces has become an increasingly important consideration for young families and first-time homebuyers. Despite this, empirical research explicitly integrating privacy into subsidized housing marketing remains scarce, presenting a clear gap for investigation.

Distribution Challenges and the Role of Partnership/Power

Beyond privacy, another conceptual extension of the marketing mix in property contexts is the incorporation of Partnership or Power as an additional element, often framed within a 7+1P model. This extension responds to persistent challenges in the downstreaming and industrialization of the subsidized housing sector, including supply chain constraints, bureaucratic complexity, and regulatory hurdles that delay product delivery to end consumers (Yusuf & Dirgantara, 2020; Rikaz *et al.*, 2022). Limited accessibility and ineffective distribution channels frequently prevent developers from reaching their target market despite strong demand potential. Strategic partnerships with government agencies, financial institutions, and supply chain actors are therefore crucial to overcoming these barriers and improving housing affordability and accessibility for low-income communities (MBR). The inclusion of Partnership/Power acknowledges that marketing success in subsidized housing is not solely determined by consumer-facing elements but also by the broader ecosystem in which developers operate.

Digitalization, Artificial Intelligence, and Closing Deal Success

The rapid advancement of digital technologies, particularly Artificial Intelligence (AI) and semiconductor infrastructure, has opened new possibilities for redefining property marketing strategies. AI enables more precise consumer data analysis, automated interactions, and personalized offers, all of which can significantly accelerate the purchase decision process and improve closing deal rates (Handayani & Moktar, 2023; Santoso, 2024). In the subsidized housing segment, AI-driven tools can help developers identify qualified leads, tailor promotions to specific demographic profiles, and streamline customer relationship management. However, the integration of intelligent technologies into the subsidized housing marketing ecosystem remains underexplored empirically. While digital marketing has been shown to influence consumer behavior, there is limited evidence on how AI-based personalization and automation directly contribute to closing deals in low-income housing markets. This gap underscores the need for research that bridges technological potential with contextual market realities.

Determinants of Closing Deal in Subsidized Housing

Closing a deal represents the final and most critical stage of the marketing process, where consumer interest is converted into a formal purchase agreement. In subsidized housing, the determinants of successful closing deals are multifaceted. The traditional marketing mix elements product quality, price affordability, strategic location, effective promotion, competent personnel, efficient processes, and compelling physical evidence form the baseline of consumer evaluation (Hairudin & Hasbullah, 2023; Muis *et al.*, 2021). However, contemporary buyers also weigh

non-traditional factors, including data privacy, digital transaction security, and residential privacy, before committing to a purchase (Dhianty, 2022; Retnowati et al., 2025). Furthermore, the ability of developers to navigate distribution and regulatory challenges through strategic partnerships can determine whether products reach the intended market efficiently, thereby affecting overall closing success (Rikaz et al., 2022; Yusuf & Dirgantara, 2020). For subsidized housing in Medan a city characterized by high population growth and urbanization these factors converge to shape a highly competitive environment where differentiation through privacy assurance and strategic collaboration may yield significant advantage.

Research Gap and Conceptual Framework

The existing literature reveals several notable gaps. First, most studies on the marketing mix in property have focused on commercial or non-subsidized housing, leaving the subsidized segment relatively underexplored, particularly regarding the integration of privacy and partnership dimensions. Second, while the 7P framework remains dominant, contemporary extensions such as Privacy and Partnership/Power have not been systematically integrated into a unified model for subsidized housing. Third, empirical research examining the direct relationship between these extended marketing mix elements and closing deal outcomes in the Indonesian context, specifically Medan, is still limited. This study addresses these gaps by proposing a conceptual framework that incorporates Privacy as the eighth element of the marketing mix, while also acknowledging Partnership/Power as a complementary dimension for addressing distribution and ecosystem challenges. By examining the contribution of these elements to closing deal success in subsidized housing, this research offers both theoretical enrichment and practical guidance for developers seeking to enhance their marketing effectiveness in a competitive and increasingly digitalized market.

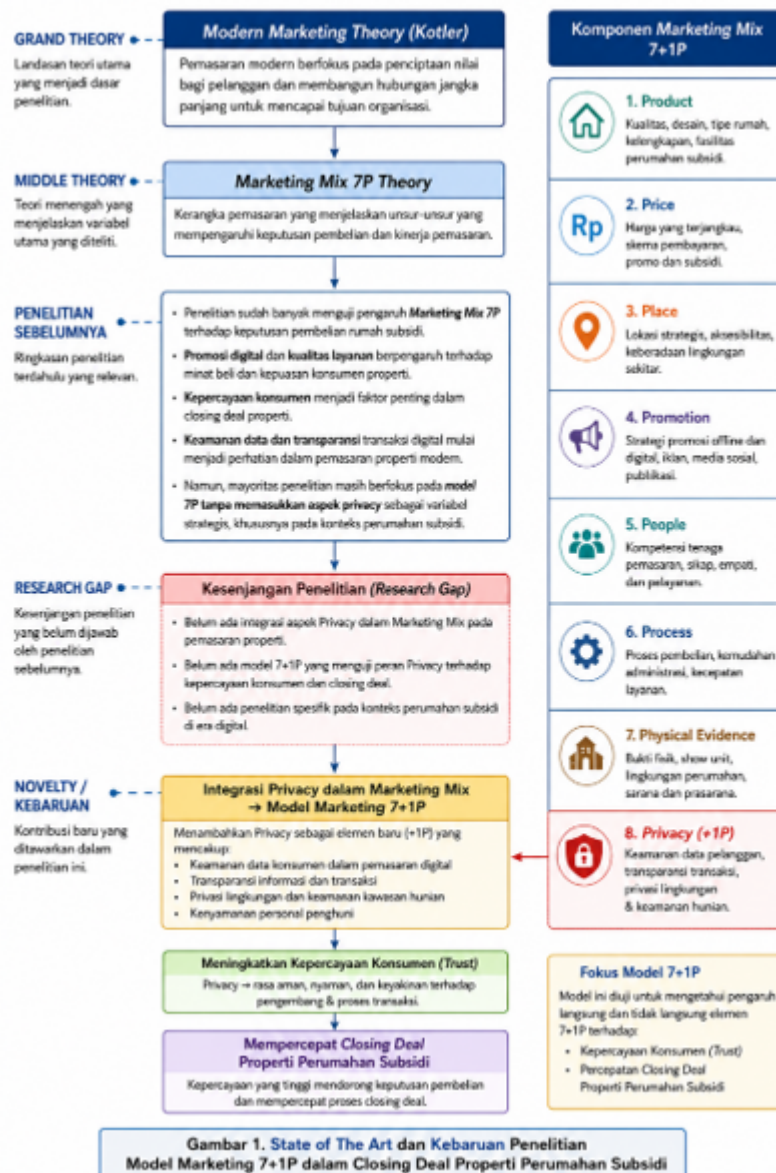


Figure 1.

Marketing is not merely understood as an activity of selling products, but rather as a process of creating value and building long-term relationships with consumers. The addition of one element, namely Privacy, represents a strengthening of the aspects of trust and security in digital interactions as well as the need for personal space in residential design.

METHOD

This study uses a quantitative approach with descriptive and verification research designs. The descriptive approach is used to describe respondents' perceptions of the 7+1P marketing mix elements and the level of closing deal success in subsidized housing in Medan City. Meanwhile, the verification approach is used to test the effect of each marketing mix element on closing deal success. The population in this study consists of all consumers who have purchased subsidized housing, subsidized housing developers, and property marketing personnel involved in subsidized housing marketing in Medan City. Because the exact population size is unknown, the sample size was determined based on the Isaac and Michael table with a 5% error rate, resulting in a sample of 350 respondents. The sampling technique used purposive sampling with the following inclusion criteria:

- Respondents are buyers of subsidized housing in Medan City within the last five years, or developers/marketing personnel directly involved in subsidized housing marketing;
- Respondents understand the marketing and transaction process of subsidized housing; and
- Respondents are willing to complete the questionnaire fully.

The independent variables in this study consist of eight elements of the 7+1P marketing mix, namely product, price, place, promotion, people, process, physical evidence, and privacy. The dependent variable is closing deal, which is measured through indicators of transaction agreement, signing of the sale and purchase agreement, and payment realization.

Data were collected through a closed questionnaire developed based on the indicators of each variable. The questionnaire uses a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). The questionnaire was distributed both online and offline to reach respondents spread across Medan City. Prior to use, the questionnaire was pilot-tested on 30 respondents outside the research sample to test its validity and reliability.

Validity testing was conducted using construct validity through Pearson Product Moment correlation. An item statement is considered valid if the calculated r value is greater than the r table value at a 5% significance level ($df = n-2$). Invalid items were removed or revised. Reliability testing used Cronbach's Alpha method, with the instrument considered reliable if the alpha coefficient is greater than 0.70 (Ghozali, 2018). A high alpha value indicates the internal consistency of the instrument in measuring the research variables.

Data analysis uses descriptive statistics and inferential statistics. Before hypothesis testing, classical assumption tests were conducted to meet the requirements of multiple linear regression analysis. The classical assumption tests include:

Normality test using the Kolmogorov-Smirnov test and P-P Plot to ensure residuals are normally distributed; multicollinearity test by examining Tolerance values greater than 0.10 and Variance Inflation Factor (VIF) less than 10; heteroscedasticity test using the Glejser test or scatterplot graph to ensure no unequal variance of residuals; and linearity test to ensure the relationship between the independent variables and the dependent variable is linear.

Furthermore, hypothesis testing was performed using multiple linear regression analysis with the help of SPSS software. The regression equation model used is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + e$$

Where:

Y = closing deal

α = constant

β_1 – β_8 = regression coefficients

X_1 = product

X_2 = price

X_3 = place

X_4 = promotion

X_5 = people

X_6 = process

X_7 = physical evidence

X_8 = privacy

e = error term

Partial significance testing was conducted using the t-test and simultaneous significance testing using the F-test at a 5% significance level. The coefficient of determination (R^2) was used to measure the contribution of the independent variables to the dependent variable. All data processing was conducted using the latest version of SPSS. This study also pays attention to research ethics by providing informed consent to all respondents and ensuring the confidentiality of the data provided.

RESULTS AND DISCUSSION

Of the 350 questionnaires distributed to subsidized housing buyers, developers, and property marketing personnel in Medan City, all questionnaires were deemed suitable for analysis. Therefore, the number of respondents used in the statistical testing was 350 respondents.

Descriptive Statistics of Research Variables

The descriptive statistics show an overview of respondents' perceptions of the research variables. A summary of the descriptive statistics is presented in Table 1.

Table 1. Descriptive Statistics of Research Variables

Variable	Mean	Std. Deviation	Category
Product (X1)	3.87	0.61	High
Price (X2)	4.02	0.58	High
Place (X3)	3.91	0.64	High
Promotion (X4)	3.78	0.69	High
People (X5)	3.95	0.60	High
Process (X6)	3.82	0.66	High
Physical Evidence (X7)	3.88	0.63	High
Privacy (X8)	4.05	0.59	High
Closing Deal (Y)	3.84	0.62	High

Based on Table 1, all variables are in the high category. This indicates that respondents' perceptions of the 7+1P marketing mix elements and the level of closing deal success are good.

Instrument Test Results

The validity test was conducted on 30 respondents outside the research sample. With degrees of freedom (df) = $n - 2 = 28$, the r table value was 0.361 at a 5% significance level. An item is considered valid if the calculated r value is greater than the r table value.

Table 2. Instrument Validity Test Results

Variable	Number of Items	r calculated (min-max)	r table	Description
Product (X1)	5	0.421 – 0.783	0.361	Valid
Price (X2)	4	0.398 – 0.721	0.361	Valid
Place (X3)	5	0.412 – 0.754	0.361	Valid
Promotion (X4)	4	0.435 – 0.778	0.361	Valid
People (X5)	4	0.392 – 0.741	0.361	Valid
Process (X6)	4	0.405 – 0.765	0.361	Valid
Physical Evidence (X7)	4	0.418 – 0.802	0.361	Valid
Privacy (X8)	6	0.452 – 0.814	0.361	Valid
Closing Deal (Y)	5	0.399 – 0.767	0.361	Valid

Based on Table 2, all statement items have calculated r values greater than the r table value (0.361); therefore, all items are declared valid and suitable for use in data collection. Reliability testing used the Cronbach's Alpha method. An instrument is considered reliable if the Cronbach's Alpha value is greater than 0.70. all variables have Cronbach's Alpha values greater than 0.70. Therefore, all instruments are declared reliable or consistent in measuring the variables under study.

Classical Assumption Test Results

Before conducting multiple linear regression analysis, classical assumption tests were first performed, including normality, multicollinearity, and heteroscedasticity. The normality test is used to determine whether the residuals are normally distributed. The test was conducted using the Kolmogorov-Smirnov Test.

Table 3. Normality Test Results

Test	Value	Description
Kolmogorov-Smirnov Z	0.847	
Asymp. Sig. (2-tailed)	0.471	Normal

The Kolmogorov-Smirnov test results show an Asymp. Sig. (2-tailed) value of $0.471 > 0.05$; therefore, it can be concluded that the residuals are normally distributed. This result is reinforced by the P-P Plot, which shows the residual points distributed around the diagonal line.

The multicollinearity test was conducted by examining the Tolerance and Variance Inflation Factor (VIF) values. Based on Table 4, all independent variables have Tolerance values greater than 0.10 and VIF values less than 10; therefore, it can be concluded that there is no multicollinearity among the independent variables.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Product (X1)	0.642	1.557	No multicollinearity
Price (X2)	0.618	1.618	No multicollinearity
Place (X3)	0.702	1.425	No multicollinearity
Promotion (X4)	0.589	1.698	No multicollinearity
People (X5)	0.655	1.527	No multicollinearity
Process (X6)	0.604	1.656	No multicollinearity
Physical Evidence (X7)	0.628	1.592	No multicollinearity
Privacy (X8)	0.572	1.749	No multicollinearity

The heteroscedasticity test was conducted using the Glejser method. A good regression model is one that does not experience heteroscedasticity. all independent variables have significance values greater than 0.05; therefore, it can be concluded that the regression model is free from heteroscedasticity problems.

Multiple Linear Regression Analysis Results

Multiple linear regression analysis was used to determine the effect of the eight independent variables on the dependent variable. The results are presented in Table 5.

Table 5. Multiple Linear Regression Analysis Results

Variable	Unstandardized Coefficients (B)	Standardized Coefficients (Beta)	t count	Sig.
Constant	2.345		10.611	0.000
Product (X1)	0.187	0.179	4.561	0.000
Price (X2)	0.142	0.148	3.737	0.000
Place (X3)	0.156	0.161	3.714	0.000
Promotion (X4)	0.121	0.142	3.103	0.002
People (X5)	0.134	0.139	3.350	0.001
Process (X6)	0.098	0.105	2.649	0.008
Physical Evidence (X7)	0.112	0.118	2.947	0.003
Privacy (X8)	0.204	0.198	4.744	0.000

Based on Table 8, the regression equation is obtained as follows:

$$Y = 2.345 + 0.187X1 + 0.142X2 + 0.156X3 + 0.121X4 + 0.134X5 + 0.098X6 + 0.112X7 + 0.204X8 + e$$

The interpretation of the regression equation is as follows:

1. The constant value of 2.345 indicates that if all independent variables are zero, the closing deal value is estimated to be 2.345.
2. The Product coefficient (X1) of 0.187 indicates that every one-unit increase in product will increase closing deal by 0.187, assuming other variables remain constant.
3. The Price coefficient (X2) of 0.142 indicates that every one-unit increase in price will increase closing deal by 0.142, assuming other variables remain constant.
4. The Place coefficient (X3) of 0.156 indicates that every one-unit increase in place will increase closing deal by 0.156, assuming other variables remain constant.
5. The Promotion coefficient (X4) of 0.121 indicates that every one-unit increase in promotion will increase closing deal by 0.121, assuming other variables remain constant.
6. The People coefficient (X5) of 0.134 indicates that every one-unit increase in people will increase closing deal by 0.134, assuming other variables remain constant.
7. The Process coefficient (X6) of 0.098 indicates that every one-unit increase in process will increase closing deal by 0.098, assuming other variables remain constant.

8. The Physical Evidence coefficient (X7) of 0.112 indicates that every one-unit increase in physical evidence will increase closing deal by 0.112, assuming other variables remain constant.
9. The Privacy coefficient (X8) of 0.204 indicates that every one-unit increase in privacy will increase closing deal by 0.204, assuming other variables remain constant.

Based on the Standardized Coefficients Beta values, Privacy (X8) has the strongest influence on closing deal with a Beta value of 0.198, followed by Product (X1) at 0.179, Place (X3) at 0.161, Price (X2) at 0.148, Promotion (X4) at 0.142, People (X5) at 0.139, Physical Evidence (X7) at 0.118, and Process (X6) at 0.105.

The t-test is used to determine the effect of each independent variable on the dependent variable partially. With a sample size of 350 and 8 independent variables, $df = n - k - 1 = 341$; therefore, the t-table value at a 5% significance level is 1.9669. Based on Table 5, the t-test results can be explained as follows Product (X1) has a t count of $4.561 > t$ table of 1.9669 and a Sig. value of $0.000 < 0.05$; therefore, Product has a positive and significant effect on Closing Deal. Price (X2) has a t count of $3.737 > t$ table of 1.9669 and a Sig. value of $0.000 < 0.05$; therefore, Price has a positive and significant effect on Closing Deal. Place (X3) has a t count of $3.714 > t$ table of 1.9669 and a Sig. value of $0.000 < 0.05$; therefore, Place has a positive and significant effect on Closing Deal.

Promotion (X4) has a t count of $3.103 > t$ table of 1.9669 and a Sig. value of $0.002 < 0.05$; therefore, Promotion has a positive and significant effect on Closing Deal. People (X5) has a t count of $3.350 > t$ table of 1.9669 and a Sig. value of $0.001 < 0.05$; therefore, People has a positive and significant effect on Closing Deal. Process (X6) has a t count of $2.649 > t$ table of 1.9669 and a Sig. value of $0.008 < 0.05$; therefore, Process has a positive and significant effect on Closing Deal. Physical Evidence (X7) has a t count of $2.947 > t$ table of 1.9669 and a Sig. value of $0.003 < 0.05$; therefore, Physical Evidence has a positive and significant effect on Closing Deal. Privacy (X8) has a t count of $4.744 > t$ table of 1.9669 and a Sig. value of $0.000 < 0.05$; therefore, Privacy has a positive and significant effect on Closing Deal.

The F-test is used to test the effect of all independent variables together on the dependent variable. the F count is 93.526 with a Sig. value of $0.000 < 0.05$. Since the F count of 93.526 is greater than the F table value of 1.97, it can be concluded that Product, Price, Place, Promotion, People, Process, Physical Evidence, and Privacy simultaneously have a positive and significant effect on Closing Deal in subsidized housing in Medan City.

This indicates that the variables Product, Price, Place, Promotion, People, Process, Physical Evidence, and Privacy are able to explain 68.0% of the variation in Closing Deal, while the remaining 32.0% is explained by other variables outside the research model.

The test results show that all elements of the 7+1P marketing mix have a positive and significant effect on closing deal. These findings reinforce previous studies stating that the marketing mix elements, both partially and simultaneously, contribute significantly to driving subsidized housing purchase decisions.

In particular, the Privacy variable is the element with the strongest influence on closing deal. This indicates that in the digital era, subsidized housing consumers in Medan City increasingly pay attention to personal data protection, transaction security, and residential environmental privacy comfort. Therefore, integrating the Privacy element into marketing strategies is no longer optional but has become a strategic necessity for developers to build consumer trust and improve closing deal success.

The Product and Place variables also show relatively large effects. Products that meet the needs of low-income communities and strategic locations remain primary considerations for consumers in deciding to purchase subsidized housing. Meanwhile, the Process variable has the smallest effect, although still significant. This indicates that the ease of the transaction process has become a minimum standard expected by consumers; therefore, its differentiating influence on closing deal is not as large as other elements.

CONCLUSION

Based on the results of the analysis and discussion, this study concludes that all elements of the 7+1P marketing mix, consisting of product, price, place, promotion, people, process, physical evidence, and privacy, have a positive and significant effect on the success of closing deals in subsidized housing in Medan City, both partially and simultaneously. This confirms that the success of closing a transaction is not determined by a single aspect, but rather by the integrated implementation of all marketing elements. Among the eight elements, privacy is the variable with the strongest influence on closing deals. This finding indicates that subsidized housing consumers in Medan City increasingly pay attention to personal data protection, digital transaction security, and comfort regarding residential environmental privacy. Thus, privacy is no longer merely a complementary aspect, but has become a strategic element capable of serving as a competitive differentiator for developers. In addition, the product and place elements also make relatively large contributions because products that meet the needs of low-income communities

and strategic locations remain primary considerations for consumers in purchasing subsidized housing. Meanwhile, the process element has the smallest effect, although still significant; this indicates that ease of transaction has become a minimum standard expected by consumers, so it no longer serves as a primary differentiator, but must still be managed properly. Overall, the research model is able to explain 68.0% of the variation in closing deals, while the remaining 32.0% is influenced by other factors outside the model, such as macroeconomic conditions, banking financing policies, and consumer psychological factors.

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