

ABSTRACT

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WELLINGTON HOUSING CONSUMER SATISFACTION CYCLE ON PT. MARGA PERMATA BUMI RESIDENCE

In carrying out professional work at PT. Marga Permata Bumi, the author is under the guidance and supervision of marketing at PT. Marga Permata Bumi. In carrying out professional work, the author has the opportunity to participate in seeing and helping directly to see housing units in the Wellington residential area. In addition, we carry out marketing activities by interacting with consumers, taking pictures of housing units and bringing consumers to see houses that have been chosen by consumers. can be taught how to respond to consumers on social media because besides we are taught how to interact directly or indirectly. In addition, the marketing team of PT. Marga Gems Bumi is also able to assist in customizing the design of the house by helping convey it to the contractor who made the house according to the wishes of consumers.

Keywords: consumer satisfaction, marketing and online marketing