



# AN ANALYSIS ON THE E-ADOPTION BY SELECTED PROPERTY COMPANIES IN INDONESIA

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**Rendy Suryadipa Sutantio, BBA,  
and Suresh Kumar, S.T., M.Si.**

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**Rendy Suryadipa Sutantio**

**Suresh Kumar**

**President University**

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This monograph reveals the strategy by top property developers in Indonesia regarding their salespeople adaptability with technology in order to boost their properties. A qualitative research design with in-depth interview with developer company's marketing managers were used to get insight of their marketing mix strategies involving the usage of technology. It is expected this monograph will enlighten other property companies to start acquiring technology in order to stay in the competition. The drawback of technology will always be there especially the high cost for the first implementation, but in the future it will be fruitful.

**Suresh Kumar** is a senior lecturer at President University, Indonesia with 11 years of experience in teaching and research. His research interests are in entrepreneurship, retail business, hospitality and tourism, and wealth management and financial planning. Currently, he serves as Head of Business Administration at President University.

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