

## A Displaying The Explanatory Factor Of Interest in Purchasing Luxury Villas in Bali By Foreign Citizen

Arya Agung Ayu Anasthasia <sup>1</sup>, Mahyuni<sup>2</sup>

<sup>1,2</sup> Universitas Pendidikan Nasional, Bali

### Abstract

This study aims purchase interest is a behavior that arises in response to objects that indicate the desire of consumers to make purchases. Innovation is a new change that will lead to improvement. Then how can the property company convince investors in making purchases, if you look at from previous sales data in 2021 and 2023 there was a significant decline and increased significantly in 2024 in the sales process amid the property business competition in Bali. This study will use a qualitative approach with the case study analysis method. While the emergence of interest in the product is triggered by many aspects internally and externally. As a seller is very important to understand internal and internal aspects where it can help consumers feel the need to buy villas. Digital marketing is to describe the company's efforts to inform, promote, communicate and market a product and service through internet media. The role of architectural design innovation in increasing the interest of foreign investors towards the purchase of Luxury Villa in Bali is very significant. The emergence of competition in the business world is inevitable. With competition, efforts are faced with various opportunities and threats both from outside and from within the country.

**Keywords:** *Digital Marketing Content, Trust, Interest*

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Corresponding author :

Email Address: [ayuanasthasia06@gmail.com](mailto:ayuanasthasia06@gmail.com)

### INTRODUCTION

Indonesia's political stability and economic growth are considered very helpful in creating the growth of foreign investment in Indonesia. Various regions and cities in Indonesia have developed lands that have not been utilized optimally to be managed in the field of real estate businesses, one of which is the island of Bali is not only famous as a tourist island among local communities but also on the international arena. The significant impact on the business world so that it can expand to be more interesting, the emergence of marketing concepts 5.0, with new terms such as Next Tech and New CX, where there are technology that adapts human intelligence and ways of thinking such as Artificial Intelligence (AI). This technology has been able to imitate how the human brain works, imitates the way of thinking, and making decisions (Kotler et al, 2021). Therefore, companies must begin to adapt and try to handle some jobs through technology. This is then one that can influence the emergence of buying interest in investors, especially in marketing property whose

target markets are not only local but globally, of course the ease and efficiency offered by the company will affect. Purchasing interest is a behavior that arises in response to objects that show consumers' desire to make purchases (Kotler and Keller, 2009). Like the Luxury Villa Property Management Management company in Bali which applies digital marketing as the main media in its marketing.

In large to small business activities, many are currently utilizing the development of digital technology. With digital technology, business people can look for opportunities with business strategies to make sales, the business strategy carried out is through marketing. Marketing is a plot of a system planned by marketers on how to determine prices, promote products and distribute them (Stanton in Tambajong, 2023). The right marketing process will help business or business in increasing sales competition. Consumer desire to buy is present when the company is able to convey what is offered through the promotional activities that have been done, as well as the products offered, this is related to the suitability of the tastes and needs of consumers to the product. Purchasing activities occur because of the interest of purchasing or interest in a product, while the emergence of interest in the product is triggered by many aspects internally and externally. As an important seller to understand internal and external aspects, which can help consumers feel the need to buy a product.

Therefore, innovation is to introduce a new way or method from input to output, it will result in changes that appear to the success of the economy. Bali is an island that is famous for its tourism activities. Many tourists, both foreign and local are interested in a vacation to Bali. Apart from its beautiful and beautiful nature, its culture is very thick and sustainable. Bali with extraordinary charm can make tourists forget the fatigue of their daily routines, because that is currently Bali is one of the best and best-selling tourist destinations not only for local tourists but also for foreign tourists, including in property investment destinations. Within seven years after operating in 2019, PT. Balivestor engaged in property sales in Bali experienced fluctuations in its sales, although it had decreased in 2023 but in 2024 experienced a significant increase, when viewed in terms of sales success, PT. Balivestor received a positive response from consumers. This company overshadows and manages the management of several luxury villas, all of which carry the same architectural design concept namely tropical brutalism, which is also an attraction for foreign investors currently in building the concept of villas in Bali. The development of modern architecture gives rise to various different understanding and style. The style of brutalism through a rough appearance and boxes, exposure to building structures, shapes, and (in some cases) the service section can also be displayed (Himawan & Aqli, 2021). This is also reflected in the concept of luxury villa buildings developed by PT. Balivestor. Marketing through digital marketing which is packaged in the form of digital content as well as being a major tool in selling this property company given the more dominant investor to investor on an international scale. Then how can the property company convince investors in making purchases, if you look at from previous sales data in 2021 and 2023 there was a significant decline and increased significantly in 2024 in the sales process amid the property business competition in Bali.

## LITERATURE REVIEW

### Buying Interest

Interest is one of the psychological aspects that has a significant influence on behavioral attitudes. According to Schiffman and Kanuk (2007), buying interest can be said to be a real picture of the buyer's intention to buy a certain number of units from several brands available within a certain period of time. Feelings and emotions are components that influence buying interest; if someone feels happy and satisfied when buying goods or services, then buying interest will increase. Conversely, dissatisfaction usually eliminates interest in buying goods or services from a particular brand. Meanwhile, according to Kotler and Keller (2012), buying interest is a consumer's interest in a product that arises after seeing a product stimulus, which causes a desire to buy and own it. This interest usually arises after consumer awareness and perception of a particular product. Buying interest can be influenced by the following: (1) Culture, consisting of culture, subculture, and social class. (2) Social, consisting of reference groups, family, roles, and status. (3) Personal, consisting of age and life cycle stage, occupation and economic situation, personality and self-concept, and lifestyle and values. (4) Psychological, consisting of motivation, perception, learning, experience, and memory (Kotler & Keller, 2012). In line with the previous opinion according to Assael (2002) there are two components that influence consumer purchasing interest. First, the environment, which means that the surrounding environment can influence consumer interest in purchasing certain products. Second, marketing stimulus means that marketing tries to make consumers interested in buying certain products.

### Innovation

Innovation in the business industry is needed as a new discovery or breakthrough related to concepts, ideas, or new materials. Product innovation is carried out to differentiate products from business actors and to find out what makes the product different from other products. Product innovation is also the process of updating new or old products by utilizing existing developments to maintain product consistency and keep consumers from getting bored with existing products (Kotler & Keller, 2012). The same thing was also said by Lupiyoadi (2013) namely that companies create or reproduce new products, such as old products that are no longer attractive in the market, known as product innovation. Introducing something new is the definition of innovation. Usually, innovation is associated with things that are considered new by the community in their environment. However, in marketing, innovation is often associated with products or services that have new characteristics. Innovation is referred to as a "process" or as a "result" of several developments carried out to create and improve products so that they become more significant.

### Digital Marketing

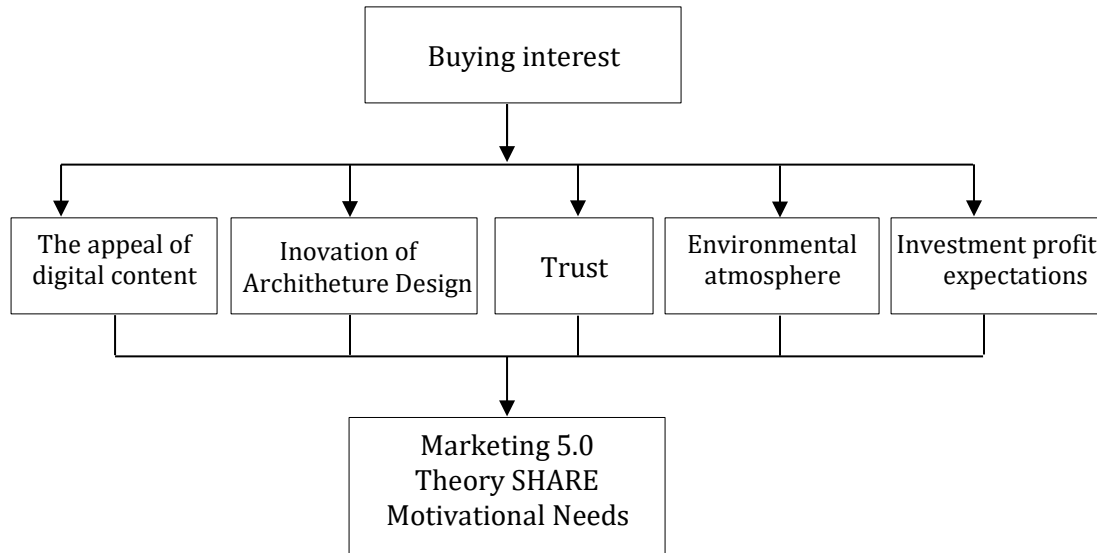
The development of information technology has made digital marketing a major market in the business world. Digital marketing is a company's effort to sell goods and services to consumers through digital media, known as digital marketing. According to Ridwan Sanjaya and Josua Tarigan (2009) digital marketing is a marketing activity that includes branding (brand recognition) using web-based media

such as blogs, websites, e-mail, adwords, and social networks. It can be said that digital marketing is not only about internet marketing but more than that. As stated by Chaffey and Chadwick (2016) digital marketing is an application of the internet and is related to digital technology, where it is related to traditional communication to achieve marketing goals.

## METHODOLOGY

The research design in this study will use a qualitative approach using the case study analysis method. Case study research is a study by examining a problem through a case consisting of a single unit, where the single unit in question can mean one person or group that experiences a problem. This research was conducted at PT. Balivestor which addresses on Jalan Veteran, Bukun, Badung, Bali. The study was conducted on this company because based on the results of observations that have been carried out there is an instability of buying interest at PT. Balivestor in 2019 to 2024. Where there was a decline in 2021 and 2023 then increased significantly up to 66 units in 2024. The data needed in this study was obtained by using several data collection techniques namely interviews and documentation. Activities in data analysis are data reduction, data presentation, and drawing conclusions. The data validity test that can be carried out in this study is the credibility test (credibility) or trust test on the results of the research results presented by the researcher so that the results of the research conducted do not doubt as a scientific work carried out.

**Figure 1. Conceptual Model**



## RESULTS AND DISCUSSION

### Implementing Digital Marketing Content Can Build Investor Trust to Conduct Transactions Without Having to Come Directly to the Location

Consumer trust in a product, its attributes, and its benefits reflects consumer perception. Without consumer trust in online purchasing, business owners focused on online sales will be unable to develop their businesses, and consumers may not be

willing to purchase their products. Therefore, consumer attitudes are a crucial factor influencing consumer decisions. Trust is built between unfamiliar parties, both through interactions and transactions. Trust is the foundation of business. A business transaction between two or more parties will occur if each party trusts the other. This trust cannot simply be acknowledged by the other party; it must be built from the beginning and proven. The concept of attitude is closely related to the concepts of trust and behavior.

Buyer trust in an online transaction is determined by the popularity of the website. This popularity can be seen in the comments section on the website. Furthermore, buyer trust in an online website is also related to the reliability of the seller selling the product online, regarding the validity and legality of the product. This means that after a transaction or payment, the product will be in the same condition as the one uploaded on the website. When consumers feel satisfied with the quality of the products offered by a company, they feel like buying something, which is called purchasing interest. person's behavior is highly dependent on their interests, while their behavioral intentions are highly dependent on their attitudes and subjective norms regarding the behavior. Beliefs about the consequences of behavior significantly influence attitudes and subjective norms. Individual attitudes are formed from a combination of beliefs and evaluations about a consumer's important beliefs, while subjective norms are determined by beliefs and motivation.

Implementing digital marketing content can build confidence and trust, attracting investors and conducting transactions without having to visit the location in person. This aligns with the theoretical foundation of Stimulus-Response Theory, also known as S-R Theory. This theory explains that communication is characterized by a very simple action-reaction process. "Very simple" here refers to the communication process that generally occurs in human life, such as verbal words, nonverbal cues, and actions that convey a specific intent.

Marketing communications are considered successful when a brand and its customers establish a strong relationship, fostering a positive relationship and consistently providing the best possible service. Ideas and concepts are the initial steps in running a business. Purchase intention is a consumer's mental state that reflects a plan to purchase a specific product. Businesses need this information to understand consumers' purchasing intentions for a product. The interest variable is often used by businesspeople and economists to predict future consumer behavior. Consumer behavior arises in response to an object, indicating a consumer's desire to make a purchase decision. Furthermore, Akkaya (2021) states that purchase intention involves information search and evaluation of actual future purchases, which are related to consumer behavior and perceptions. It is also influenced by price, quality, perceived value, and social pressure. In this context, purchase intention refers to a consumer's motivation to engage in purchasing behavior for a particular product or service. Businesses must pay attention to purchase intention, despite its complexity. Companies that offer incentives to purchase can stimulate consumer desire. Marketing 5.0 is a marketing approach that utilizes advanced technology and automation to create more personalized, efficient, and valuable customer experiences. In the context of digital content marketing, the role of Marketing 5.0 becomes highly strategic. Here's an explanation: Content Personalization: Marketing 5.0 enables

brands to deeply analyze audience behavior through big data. Digital content can be personalized based on interests, location, age, and user behavior history, increasing engagement and conversions. Automated Content Creation: Using technologies such as Natural Language Processing (NLP) to automatically create articles, product descriptions, or emails. This accelerates content production at scale without losing relevance or quality. Targeted Content Distribution: Intelligent algorithms can automatically schedule content distribution based on when audiences are most active. Content can also be tailored to various platforms (websites, Instagram, etc.) with their respective communication styles. Real-Time Content Effectiveness Analysis: Using machine learning, content performance (CTR, engagement rate, bounce rate) can be monitored and analyzed instantly. The system will recommend changes to content or distribution based on real-time data.

### **The Role of Architectural Design Innovation in Increasing Foreign Investors' Interest in Purchasing Luxury Villas in Bali**

Introducing something new is the definition of innovation. Typically, innovation is associated with things perceived as new by the community. However, in marketing, innovation is often associated with products or services that possess new characteristics. Innovation is referred to as a "process" or "result" of several developments undertaken to create and improve a product to make it more significant. The role of architectural design innovation in increasing foreign investor interest in purchasing luxury villas in Bali is significant. Here are some key points that explain this relationship: Market Differentiation, where design innovation provides unique value that differentiates villas from competitors. Foreign investors tend to seek properties that are not only luxurious but also iconic or have a strong character, reflecting exclusivity. Example: A villa design with a tropical brutalism concept combines exposed materials such as rough concrete, local natural stone, and tropical wood, with an open layout that blends with the natural Balinese landscape. Brutalist elements such as bold geometric structures and the play of natural light are combined with tropical vegetation, reflective pools, and natural cross-ventilation. Added Value: The villa becomes an architectural landmark that stands out visually and aesthetically, thus attracting high-end tenants from the global market. Optimizing Function and Comfort: Innovative design pays attention to space efficiency, sustainability, and occupant comfort—critical aspects for investors who want their properties to have high occupancy rates and good tenant retention. Example: The integration of smart home technology, passive ventilation systems, and open layouts maximizes natural air circulation. These benefits reduce operational costs and increase comfort, ultimately positively impacting Return on Investment (ROI). Aesthetic Value and Premium Image: A visually strong design enhances the property's image as a premium product, aligning with the expectations of foreign investors accustomed to international standards. Villas with iconic architecture and global-class design quality will more easily attract the attention of the international market, including high-end property media and exclusive tenants.

Empathetic design involves five stages. The first is observation. Companies will observe people using their products at home or at work. The second is data collection. Observers must collect data about what people do, why they do it, and

what problems they encounter. Because data is usually visual, they use photos, videos, and drawings to capture the data. The third is reflection and analysis. In this stage, observers return from the field and share their experiences with colleagues. Reflection and analysis can lead people to return to the field for further observations. Brainstorming is the stage used to transform observations into graphical representations of possible solutions. Developing solutions: Prototypes clarify new concepts, allow others to interact with them, and can be used to stimulate reactions from potential customers. Innovation can be a method or idea perceived as a means of making change, not just a product. Innovation is created so that people can enjoy new things. From a marketing perspective, innovation refers to goods and services that are new, whether in terms of packaging, quality, function, or even overall novelty. Creating new products should be based on a marketing concept that takes the consumer perspective into account. Innovation involves producing a completely new product or a continuation of a previous product discovery. Innovation is achieved by making breakthroughs by utilizing various available resources to improve the well-being of society. Research by Fabuari and Syaifullah (2020) shows that product innovation plays a crucial role in influencing consumer purchasing interest. A product's success in attracting consumer purchasing interest often depends on the extent to which it can provide added value or innovative solutions for consumers. Therefore, companies need to continuously innovate in product development to effectively meet consumer expectations and needs.

## CONCLUSION

Implementation of Digital Marketing Content can build beliefs and trust in attracting inverse and conducting transactions without having to come and look directly at the location. This is in line with the theoretical foundation in the theory of stimulus response or called the S-R theory. This theory explains that communication described from the existence of a very simple process of actions. The buyer's trust in an online transaction lies in whether or not the website is popular. We can see whether or not we can see in the comments column on the website. Very simple here is interpreted as a communication process that generally occurs in human life, such as verbal words, non-verbal cues, actions that describe certain intentions. The combination of various technologies will allow the application of Marketing 5.0 to make a more appropriate marketing decision. In addition, this concept also emphasizes the New CX (Customer Experience), namely the importance of human wisdom to understand the needs of customers that cannot be defined by data. As with the company, companies need to understand customer culture, customer values, or customer motivation. Purchasing activities occur because of the interest of purchasing or interest in a villa, while the emergence of interest in the product is triggered by many aspects internally and externally. As a seller is very important to understand internal and internal aspects where it can help consumers feel the need to buy villas. Digital marketing is to describe the company's efforts to inform, promote, communicate and market a product and service through internet media. The role of architectural design innovation in increasing the interest of foreign investors towards the purchase of Luxury Villa in Bali is very significant. The emergence of competition in the business world is inevitable. With competition, efforts are faced with various

opportunities and threats both from outside and from within the country. For this reason, every effort is required to always understand and understand what is happening in the market and what is the wishes and will of consumers, as well as various changes that exist in their business environment so as to be able to compete with other companies. There are so many ways to the success of one of them by creating a forerunner to business that is expected to be able to develop creativity and innovation. This really requires extraordinary courage. Innovation can be in the form of ways and ideas that are perceived to make changes and not only limited to the product. Innovation was created so that people can enjoy new things.

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