

DECLARATION OF ORIGINALITY

I declare that this skripsi, entitled “Analysis of E-Adoption By Property Companies in Indonesia (A Case Study of Ciputra, Podomoro, and Summarecon)” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, April 2016

Rendy Suryadipa Sutantio

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APPROVAL SHEET

The Panel of Examiners declare that the skripsi entitled “**Analysis of E-Adoption By Property Companies in Indonesia (A Case Study of Ciputra, Podomoro, and Summarecon)**” that was submitted by Rendy Suryadipa Sutantio majoring in Business Administration from the Faculty of Business was assessed and approved to have passed the Oral Examination on April 2015.

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ABSTRACT

Nowdays, the era of internet is so hype. Moreover, the internet is also can be a powerful tool for marketing in every business including property business. However, one of the dominant factors of success business is because of capability in executing marketing strategy. According to a research, the e-adoption level of property companies will increase their marketing performance. To this regard, the research's main objective is to analyze and find out the e-adoption level of three property companies in Indonesia as well as the marketing performance such as financial performance and non-financial performance. The data is collected by interviewing the three marketing manager of each companies. The cross-case analysis is used to find similarities as well as difference of e-adoption level and its marketing performance. In conclusion, the researcher found that the internet marketing used level such an effective marketing tool for property business to increase marketing performance.

Keywords: *Property Companies, E-Adoption, Marketing Performance, Marketing Performance*

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