

## **ABSTRACT**

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### **MARKETING STRATEGY OF FOREIGN CONSTRUCTION COMPANY IN INDONESIA**

(xi + 53 Pages + 4 Figures + 3 Tables + 6 Appendices)

The purpose of this study is to analysis the role of marketing strategy at foreign construction company in Indonesia. This study using qualitative research with participants of PT Pengembangan Industri Logam to make mini model. Mini-model theory was obtained that displays four (4) latent variables that determine the success of marketing strategy consist of product quality, product price, word of mouth marketing, and government policy. The finding of Mini Model Theory consist of proposition 1, product quality contributes positively to the marketing strategy of foreign construction companies in Indonesia; proposition 2, price negatively contributes to the marketing strategy of foreign construction companies in Indonesia; proposition 3, word of mouth contributes positively to the marketing strategy of foreign construction companies in Indonesia; proposition 4, government policy negatively contributes to the marketing strategy of foreign construction companies in Indonesia. This research is expected to be useful for management in determining marketing strategies in the construction company in Indonesia.

Reference : 49 (1983 - 2020)

Keyword : foreign construction, marketing strategy, product quality, product price, word of mouth marketing, government policy.