

SUPERSTITIOUS BELIEF IN PURCHASING PROPERTY

THESIS

**As partial fulfillment of requirement to attain
Degree of Sarjana Ekonomi (S1) in Management Program
Faculty of Economics Atma Jaya Yogyakarta University**



Written by:

EKA MAYLIZA BINTI SYAFRUDDIN

Student ID Number: 11 12 19165

**Faculty of Economics
Atma Jaya Yogyakarta University**

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A THESIS
Faculty of Economics
Universitas Atma Jaya Yogyakarta

I hereby recommend that the thesis prepared under my supervision by

Eka Mayliza Binti Syaruddin
Student ID Number: 11 12 19165

Thesis entitled
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Advisor,



Mahestu N. Krisjanti, M.Sc.IB., Ph.D

Yogyakarta, December 14, 2015

This is to certify that the thesis entitled

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Presented by:

Eka Mayliza Binti Syafruddin

Student ID Number: 11 12 19165

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Examination Committee

Chairman

Member



Drs. Budi Suprpto, MBA., Ph.D.



Nadia Nila Sari, SE., MBA



W. Mahestu N. Krisjanti, SE., M.Sc.IB., Ph.D.



Dean

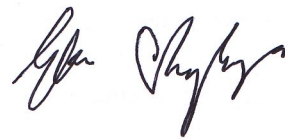


Drs. Budi Suprpto, MBA., Ph.D.

AUTHENTICITY ACKNOWLEDGEMENT

I, the writer of this thesis, hereby declare that I compiled this thesis by myself. I fully knowledge that my writings does not contain others' or part (s) of others' writing, except for those that have been cited and mentioned in th references.

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Eka Mayliza Binti Syafruddin

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Compiled by

Eka Mayliza Binti Syafruddin

Student ID Number: 11 12 19165

Advisor

Mahestu N. Krisjanti, M.Sc.Ib., Ph.

ABSTRACT

The research about superstitious in purchasing property has been done. Research variables that were used in this research are product, price, promotion, place, location direction, tusuk sate location, location near the cemetery and crematorium, the arrangement of the environment – fish pond, and the elevation of the property location from the road. This research analyzes whether the superstitious belief can overrule marketing strategy in purchasing property. This research used qualitative method with content analysis. In this research, statements from informants from different background but still relate to the property world. They include buyers, developer, contractor or architect, and *feng shui* expert. A wide variety of journals related to the analysis was used as additional information. From this research the result was showed that superstitious belief can overrule marketing strategy in purchasing property under certain situation.

Keywords: superstitious belief; property; Indonesia