

DAFTAR PUSTAKA

- A. Sahi, N., Nuna, M., Tabo, S., Wahab Podungge, A., & Fachri Arsjad, M. (2023). IMPLEMENTASI PROGRAM PEMBANGUNAN PERUMAHAN RAKYAT DI KABUPATEN BONE BOLANGO. *Governance*, 11(2), 95–109. <https://doi.org/10.33558/governance.v11i2.7339>
- Akinsulire, A. A., Idemudia, C., Okwandu, A. C., & Iwuanyanwu, O. (2024). Strategic planning and investment analysis for affordable housing: Enhancing viability and growth. *Magna Scientia Advanced Research and Reviews*, 11(2), 119–131. <https://doi.org/10.30574/msarr.2024.11.2.0114>
- Ali, B. J., & Anwar, G. (2021). Real Estates Strategies: Analysis of Strategic Management Practices in Real Estate Companies. *International Journal of Rural Development, Environment and Health Research*, 5(3), 35–48. <https://doi.org/10.22161/ijreh.5.3.5>
- Aljohani, A. (2023). Predictive Analytics and Machine Learning for Real-Time Supply Chain Risk Mitigation and Agility. *Sustainability*, 15(20), 15088. <https://doi.org/10.3390/su152015088>
- Allioui, H., & Mourdi, Y. (2023). Exploring the Full Potentials of IoT for Better Financial Growth and Stability: A Comprehensive Survey. *Sensors*, 23(19), 8015. <https://doi.org/10.3390/s23198015>
- Ameen, N., Sharma, G. D., Tarba, S., Rao, A., & Chopra, R. (2022). Toward advancing theory on creativity in marketing and artificial intelligence. *Psychology & Marketing*, 39(9), 1802–1825. <https://doi.org/10.1002/mar.21699>
- Ancillai, C., Sabatini, A., Gatti, M., & Perna, A. (2023). Digital technology and business model innovation: A systematic literature review and future research agenda. *Technological Forecasting and Social Change*, 188, 122307. <https://doi.org/10.1016/j.techfore.2022.122307>
- Azzam, M., Graw, V., & Rienow, A. (2022). Challenges and Innovations of Real Estate for Achieving Spatial Balance in Post-Disaster Countries. *Land*, 11(5), 737. <https://doi.org/10.3390/land11050737>

- Barney, J. B., Ketchen, D. J., & Wright, M. (2021). Resource-Based Theory and the Value Creation Framework. *Journal of Management*, 47(7), 1936–1955. <https://doi.org/10.1177/01492063211021655>
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173–1182. <https://doi.org/10.1037/0022-3514.51.6.1173>
- Bedi, A., & Aswin Rahadi, R. (2024). Adapting To Change: A Study Of Post-Pandemic Millennial Housing Preferences. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 12(2). <https://doi.org/10.37676/ekombis.v12i2.5420>
- BGSF. (2023, August 10). Navigating the Future: The Impact of AI and Big Data on Commercial Real Estate Investments. *Property Management*. <https://www.bgsf.com/post/navigating-the-future-the-impact-of-ai-and-big-data-on-commercial-real-estate-investments>
- Bian, X., Devos, E., & Feng, Z. (2022). Commercial Real Estate Returns and Innovation. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.4018564>
- Bigelow, L. S., & Barney, J. B. (2021). What can Strategy Learn from the Business Model Approach? *Journal of Management Studies*, 58(2), 528–539. <https://doi.org/10.1111/joms.12579>
- Bin, S. (2023). Social Network Emotional Marketing Influence Model of Consumers' Purchase Behavior. *Sustainability*, 15(6), 5001. <https://doi.org/10.3390/su15065001>
- Blöcher, K., & Alt, R. (2021). AI and robotics in the European restaurant sector: Assessing potentials for process innovation in a high-contact service industry. *Electronic Markets*, 31(3), 529–551. <https://doi.org/10.1007/s12525-020-00443-2>
- Buhalis, D., & Volchek, K. (2021). Bridging marketing theory and big data analytics: The taxonomy of marketing attribution. *International Journal of Information Management*, 56, 102253. <https://doi.org/10.1016/j.ijinfomgt.2020.102253>

- CNBC Indonesia. (2025, April 27). *Video: Antisipasi tantangan di sektor properti, pengembang harap ini*. CNBC Indonesia. <https://www.cnbcindonesia.com/news/20250424145003-8-628461/video-antisipasi-tantangan-di-sektor-properti-pengembang-harap-ini>
- Coelho, R., Jayantilal, S., & Ferreira, J. J. (2023). The impact of social responsibility on corporate financial Performance: A systematic literature review. *Corporate Social Responsibility and Environmental Management*, 30(4), 1535–1560. <https://doi.org/10.1002/csr.2446>
- Cohen, J. (2013). *Statistical Power Analysis for the Behavioral Sciences* (0 ed.). Routledge. <https://doi.org/10.4324/9780203771587>
- Creswell, J. W., & Creswell, J. D. (2023). *Research design: Qualitative, quantitative, and mixed methods approaches*. SAGE Publications.
- Cuthbertson, R. W., & Furseth, P. I. (2022). Digital services and competitive advantage: Strengthening the links between RBV, KBV, and innovation. *Journal of Business Research*, 152, 168–176. <https://doi.org/10.1016/j.jbusres.2022.07.030>
- Dahlander, L., Gann, D. M., & Wallin, M. W. (2021). How open is innovation? A retrospective and ideas forward. *Research Policy*, 50(4), 104218. <https://doi.org/10.1016/j.respol.2021.104218>
- Dalwai, T., & Salehi, M. (2021). Business strategy, intellectual capital, firm Performance, and bankruptcy risk: Evidence from Oman's non-financial sector companies. *Asian Review of Accounting*, 29(3), 474–504. <https://doi.org/10.1108/ARA-01-2021-0008>
- De Luca, L. M., Herhausen, D., Troilo, G., & Rossi, A. (2021). How and when do big data investments pay off? The role of marketing affordances and service innovation. *Journal of the Academy of Marketing Science*, 49(4), 790–810. <https://doi.org/10.1007/s11747-020-00739-x>
- De Paola, P., Tajani, F., Locurcio, M., & Di Liddo, F. (2022). Sustainable Real Estate and Resilient Cities: Management, Assessment and Innovations. *Sustainability*, 14(15), 8984. <https://doi.org/10.3390/su14158984>

- Debrah, C., Chan, A. P. C., & Darko, A. (2022). Green finance gap in green buildings: A scoping review and future research needs. *Building and Environment*, 207, 108443. <https://doi.org/10.1016/j.buildenv.2021.108443>
- Dell'Anna, F., & Bottero, M. (2021). Green premium in buildings: Evidence from the real estate market of Singapore. *Journal of Cleaner Production*, 286, 125327. <https://doi.org/10.1016/j.jclepro.2020.125327>
- Díaz-Chao, Á., Ficapal-Cusí, P., & Torrent-Sellens, J. (2021). Environmental assets, industry 4.0 technologies and firm Performance in Spain: A dynamic capabilities path to reward sustainability. *Journal of Cleaner Production*, 281, 125264. <https://doi.org/10.1016/j.jclepro.2020.125264>
- Dourado, B., & Muzany, K. (2022). REAL ESTATE DIGITAL MARKETING: THE STRATEGIC USE OF TRIANGULATION IN RESULTS RESEARCH. *Scientific Journal of Applied Social and Clinical Science*, 2(24), 2–11. <https://doi.org/10.22533/at.ed.2162242225111>
- Dybro Liengaard, B. (2024). Measurement invariance testing in partial least squares structural equation modeling. *Journal of Business Research*, 177, 114581. <https://doi.org/10.1016/j.jbusres.2024.114581>
- Ekman, P., Røndell, J., Kowalkowski, C., Raggio, R. D., & Thompson, S. M. (2021). Emergent market innovation: A longitudinal study of technology-driven capability development and institutional work. *Journal of Business Research*, 124, 469–482. <https://doi.org/10.1016/j.jbusres.2020.10.061>
- Faccia, A., Le Roux, C. L., & Pandey, V. (2023). Innovation and E-Commerce Models, the Technology Catalysts for Sustainable Development: The Emirate of Dubai Case Study. *Sustainability*, 15(4), 3419. <https://doi.org/10.3390/su15043419>
- Farida, I., & Setiawan, D. (2022). Business Strategies and Competitive Advantage: The Role of Performance and Innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(3), 163. <https://doi.org/10.3390/joitmc8030163>

- Geerts, M., Vanden Broucke, S., & De Weerd, J. (2023). A Survey of Methods and Input Data Types for House Price Prediction. *ISPRS International Journal of Geo-Information*, 12(5), 200. <https://doi.org/10.3390/ijgi12050200>
- Giantari, I. G. A. K., & Sukaatmadja, I. P. G. (2021). Effects of environmental orientation, green marketing mix and social capital on the competitive advantage of real estate developers in Bali. *Property Management*, 39(2), 193–209. <https://doi.org/10.1108/PM-01-2020-0005>
- Gong, Y., & Yao, Y. (2022). Demographic changes and the housing market. *Regional Science and Urban Economics*, 95, 103734. <https://doi.org/10.1016/j.regsciurbeco.2021.103734>
- Grybauskas, A., Pilinkienė, V., & Stundžienė, A. (2021). Predictive analytics using Big Data for the real estate market during the COVID-19 pandemic. *Journal of Big Data*, 8(1), 105. <https://doi.org/10.1186/s40537-021-00476-0>
- Gupta, A. K. (2021). Innovation dimensions and firm Performance synergy in the emerging market: A perspective from Dynamic Capability Theory & Signaling Theory. *Technology in Society*, 64, 101512. <https://doi.org/10.1016/j.techsoc.2020.101512>
- Hafez, F. S., Sa'di, B., Safa-Gamal, M., Taufiq-Yap, Y. H., Alrifayy, M., Seyedmahmoudian, M., Stojcevski, A., Horan, B., & Mekhilef, S. (2023). Energy Efficiency in Sustainable Buildings: A Systematic Review with Taxonomy, Challenges, Motivations, Methodological Aspects, Recommendations, and Pathways for Future Research. *Energy Strategy Reviews*, 45, 101013. <https://doi.org/10.1016/j.esr.2022.101013>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). Sage Publishing.
- Hancock, D. R., & Algozzine, R. (2021). *Doing case study research: A practical guide for beginning researchers* (4th ed.). Teachers College Press.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling.

- Journal of the Academy of Marketing Science*, 43(1), 115–135.
<https://doi.org/10.1007/s11747-014-0403-8>
- Heredia, J., Rubiños, C., Vega, W., Heredia, W., & Flores, A. (2022). New Strategies to Explain Organizational Resilience on the Firms: A Cross-Countries Configurations Approach. *Sustainability*, 14(3), 1612.
<https://doi.org/10.3390/su14031612>
- Hidayati, A. M., Dharmayanti, G. A. P. C., & Mertha, C. A. (2023). Decision to Residential Purchasing in Denpasar Before and During the Covid-19 Pandemic. *Journal of Asian Multicultural Research for Economy and Management Study*, 4(1), 59–68.
<https://doi.org/10.47616/jamrems.v4i1.415>
- Hillmann, J., & Guenther, E. (2021). Organizational Resilience: A Valuable Construct for Management Research? *International Journal of Management Reviews*, 23(1), 7–44. <https://doi.org/10.1111/ijmr.12239>
- Huq, M. T., & Ichihashi, M. (2023). Prospective Accelerating Sectors to Attain Sustainable Development in Bangladesh Economy: Findings from a Sectoral Approach Using Input-Output Analysis. *Sustainability*, 15(3), 2651. <https://doi.org/10.3390/su15032651>
- IDProperti. (2023, October 4). 10 Tren Terbaru dalam Pasar Properti Indonesia 2023. *Berita*. <https://www.idproperti.com/news/10-tren-terbaru-dalam-pasar-properti-indonesia-2023>
- Khmelnitsky, E., & Singer, G. (2023). Optimal Real Estate Pricing and Offer Acceptance Strategy. *IEEE Access*, 11, 58644–58653.
<https://doi.org/10.1109/ACCESS.2023.3284549>
- Kivimaa, P., Laakso, S., Lonkila, A., & Kaljonen, M. (2021). Moving beyond disruptive innovation: A review of disruption in sustainability transitions. *Environmental Innovation and Societal Transitions*, 38, 110–126.
<https://doi.org/10.1016/j.eist.2020.12.001>
- Kompas. (2024, January 25). Whoosh Bikin Permintaan Rumah di Bandung dan Sekitarnya Melesat. *Berita*.

<https://www.kompas.com/properti/read/2024/01/25/130708821/whoosh-bikin-permintaan-rumah-di-bandung-dan-sekitarnya-melesat>

- Koohang, A., Nord, J. H., Ooi, K.-B., Tan, G. W.-H., Al-Emran, M., Aw, E. C.-X., Baabdullah, A. M., Buhalis, D., Cham, T.-H., Dennis, C., Dutot, V., Dwivedi, Y. K., Hughes, L., Mogaji, E., Pandey, N., Phau, I., Raman, R., Sharma, A., Sigala, M., ... Wong, L.-W. (2023). Shaping the Metaverse into Reality: A Holistic Multidisciplinary Understanding of Opportunities, Challenges, and Avenues for Future Investigation. *Journal of Computer Information Systems*, 63(3), 735–765. <https://doi.org/10.1080/08874417.2023.2165197>
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management* (Sixteenth edition, global edition). Pearson.
- Krakovski, S., Luger, J., & Raisch, S. (2023). Artificial intelligence and the changing sources of competitive advantage. *Strategic Management Journal*, 44(6), 1425–1452. <https://doi.org/10.1002/smj.3387>
- Krosnick, J. A., & Presser, S. (2010). Question and Questionnaire Design. In P. V. Marsden & J. D. Wright (Eds.), *Handbook of Survey Research* (2nd ed., pp. 264–313).
- Kumar, S., Sureka, R., Lim, W. M., Kumar Mangla, S., & Goyal, N. (2021). What do we know about business strategy and environmental research? Insights from *Business Strategy and the Environment*. *Business Strategy and the Environment*, 30(8), 3454–3469. <https://doi.org/10.1002/bse.2813>
- Lawshe, C. H. (1975). A QUANTITATIVE APPROACH TO CONTENT VALIDITY 1. *Personnel Psychology*, 28(4), 563–575. <https://doi.org/10.1111/j.1744-6570.1975.tb01393.x>
- Lestari, K., Shindi Indira, S., Prapsetyo, A., & Silitonga, F. (2024). Inovasi Rumah Dan Lingkungan Sehat Guna Menghindari Stunting. *JURNAL KEKER WISATA*, 2(2), 167–181. <https://doi.org/10.59193/jkw.v2i2.256>
- Li, B., Li, R. Y. M., & Wareewanich, T. (2021). Factors Influencing Large Real Estate Companies' Competitiveness: A Sustainable Development Perspective. *Land*, 10(11), 1239. <https://doi.org/10.3390/land10111239>

- Likert, R. (1932). *A technique for the measurement of attitudes*. Columbia University.
- Lim, W. M. (2022). The Sustainability Pyramid: A Hierarchical Approach to Greater Sustainability and the United Nations Sustainable Development Goals With Implications for Marketing Theory, Practice, and Public Policy. *Australasian Marketing Journal*, 30(2), 142–150. <https://doi.org/10.1177/18393349211069152>
- Liu, G. (2022). Research on Prediction and Analysis of Real Estate Market Based on the Multiple Linear Regression Model. *Scientific Programming*, 2022, 1–8. <https://doi.org/10.1155/2022/5750354>
- Lopes, J. M., Gomes, S., Pacheco, R., Monteiro, E., & Santos, C. (2022). Drivers of Sustainable Innovation Strategies for Increased Competition among Companies. *Sustainability*, 14(9), 5471. <https://doi.org/10.3390/su14095471>
- Madiawati, P. N., & Pardede, N. L. K. (2023). The Customer Satisfaction as an Antecedent of Purchase Decision in the Post Pandemic Era. MIX: JURNAL ILMIAH MANAJEMEN, 13(2), 404. https://doi.org/10.22441/jurnal_mix.2023.v13i2.010**
- Marsida, M. (2024). Analysis of Leading Sectors in Driving the Economy of Majene Regency. *Journal of International Conference Proceedings*, 6(6), 331–344. <https://doi.org/10.32535/jicp.v6i6.2832>
- Meena, C., Kumar, A., Jain, S., Rehman, A., Mishra, S., Sharma, N., Bajaj, M., Shafiq, M., & Eldin, E. (2022). Innovation in Green Building Sector for Sustainable Future. *Energies*, 15(18), 6631. <https://doi.org/10.3390/en15186631>
- Melintas. (2024, December 6). Wamenkomdigi Nezar Patria: Penerapan Teknologi Digital dalam Sektor Properti untuk Mendukung Program Tiga Juta Rumah. *News*. <https://www.melintas.id/news/345394854/wamenkomdigi-nezar-patria-penerapan-teknologi-digital-dalam-sektor-properti-untuk-mendukung-program-tiga-juta-rumah>

- Mendoza-Silva, A. (2021). Innovation capability: A systematic literature review. *European Journal of Innovation Management*, 24(3), 707–734. <https://doi.org/10.1108/EJIM-09-2019-0263>
- Moi, L., & Cabiddu, F. (2021). Leading digital transformation through an Agile Marketing Capability: The case of Spotahome. *Journal of Management and Governance*, 25(4), 1145–1177. <https://doi.org/10.1007/s10997-020-09534-w>
- Morawska-Jancelewicz, J. (2022). The Role of Universities in Social Innovation Within Quadruple/Quintuple Helix Model: Practical Implications from Polish Experience. *Journal of the Knowledge Economy*, 13(3), 2230–2271. <https://doi.org/10.1007/s13132-021-00804-y>
- Nanda, A., Xu, Y., & Zhang, F. (2021). How would the COVID-19 pandemic reshape retail real estate and high streets through acceleration of E-commerce and digitalization? *Journal of Urban Management*, 10(2), 110–124. <https://doi.org/10.1016/j.jum.2021.04.001>
- Nayak, B., Bhattacharyya, S. S., & Krishnamoorthy, B. (2023). Integrating the dialectic perspectives of resource-based view and industrial organization theory for competitive advantage – a review and research agenda. *Journal of Business & Industrial Marketing*, 38(3), 656–679. <https://doi.org/10.1108/JBIM-06-2021-0306>
- Nugraha, Y., Yosita, L., & Dwidayati, K. H. (2021). ANALISIS STRATEGI PENGEMBANGAN REAL ESTAT BIDANG PERHOTELAN (STUDI KASUS HOTEL SUTAN RAJA SOREANG). *AGORA: Jurnal Penelitian Dan Karya Ilmiah Arsitektur Usakti*, 19(2), 127–139. <https://doi.org/10.25105/agora.v19i2.9894>
- Nurfadlilawati, I., & Kusuma, H. E. (2024). Housing Attribute Preferences in Bandung City: A Comparison Between Generation X, Y, Z. *DIMENSI (Journal of Architecture and Built Environment)*, 51(1), 8–16. <https://doi.org/10.9744/dimensi.51.1.8-16>
- Nursya'bani, F. (2024, Mei 9). *Disperkim ungkap Jabar masih alami backlog 2,8 juta unit rumah*. Antaranews.com.

<https://www.antaranews.com/berita/4083207/disperkim-ungkap-jabar-masih-alami-backlog-28-juta-unit-rumah>

- Obianyo, I. I., Ihekwe, G. O., Mahamat, A. A., Onyelowe, K. C., Onwualu, A. P., & Soboyejo, A. B. O. (2021). Overcoming the obstacles to sustainable housing and urban development in Nigeria: The role of research and innovation. *Cleaner Engineering and Technology*, 4, 100226. <https://doi.org/10.1016/j.clet.2021.100226>
- Oey, E., & Lim, J. (2021). Challenges and action plans in construction sector owing to COVID-19 pandemic – a case in Indonesia real estates. *International Journal of Lean Six Sigma*, 12(4), 835–858. <https://doi.org/10.1108/IJLSS-09-2020-0149>
- Oladiran, O., & Dickins, L. (2024). *PropTech and Real Estate Innovations: A Guide to Digital Technologies and Solutions in the Built Environment* (1st ed.). Routledge. <https://doi.org/10.1201/9781003262725>
- Ong, S. E., Wang, D., & Chua, C. (2023). Disruptive Innovation and Real Estate Agency: The Disruptee Strikes Back. *The Journal of Real Estate Finance and Economics*, 67(2), 287–317. <https://doi.org/10.1007/s11146-023-09942-3>
- P. Orosa, H. G. (2023). LEVEL OF ATTITUDE TOWARDS ONBOARDING ON EMPLOYEES' ORGANIZATIONAL COMMITMENT: BASIS FOR EFFECTIVE HYBRID ONBOARDING PROGRAM. *Social Values & Society*, 5(2), 46–53. <https://doi.org/10.26480/svs.02.2023.46.53>
- Pandiangan, P., & Martini, I. A. O. (2021). Digital Marketing Strategy of Property Agents in The New Normal Era. *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi)*, 7(3). <https://doi.org/10.35794/jmbi.v7i3.31251>
- Patrucco, A. S., & Kähkönen, A.-K. (2021). Agility, adaptability, and alignment: New capabilities for PSM in a post-pandemic world. *Journal of Purchasing and Supply Management*, 27(4), 100719. <https://doi.org/10.1016/j.pursup.2021.100719>

- Paul, J., Ueno, A., Dennis, C., Alamanos, E., Curtis, L., Foroudi, P., Kacprzak, A., Kunz, W. H., Liu, J., Marvi, R., Nair, S. L. S., Ozdemir, O., Pantano, E., Papadopoulos, T., Petit, O., Tyagi, S., & Wirtz, J. (2024). Digital transformation: A multidisciplinary perspective and future research agenda. *International Journal of Consumer Studies*, 48(2), e13015. <https://doi.org/10.1111/ijcs.13015>
- Pavlidis, T., Vardopoulos, I., Papamichael, I., Voukkali, I., Stylianos, M., & Zorpas, A. A. (2023). Environmental sustainability assessment of excavation, construction, and demolition waste conditions and practices across Greece and Cyprus. *IOP Conference Series: Earth and Environmental Science*, 1196(1), 012037. <https://doi.org/10.1088/1755-1315/1196/1/012037>
- Pinhome. (2024, March 14). Indonesia Residential Market Report 2023 & Outlook 2024. *Market Report*. <https://www.pinhome.id/research/market-report/indonesia-residential-market-report-2023-and-outlook-2024>
- Pradana, M., & Elisa, H. P. (2024). A bibliometric analysis of halal cosmetics consumer behaviour in Indonesia. JPPI (Jurnal Penelitian Pendidikan Indonesia), 10(2), 632. <https://doi.org/10.29210/020242679>**
- Prasetyaningsih, R., Amin, Moh., & Hariri. (2024). Peran Moderasi Kinerja Keuangan Dalam Hubungan Green Innovation dengan Nilai Perusahaan (Studi Empiris pada Perusahaan Properti dan Real Estate Tahun 2020-2022). *e_Jurnal Ilmiah Riset Akuntansi*, 13(01). <https://jim.unisma.ac.id/index.php/jra/article/view/24206>
- PT. ABC. (n.d.). *Brosur Marketing Perumahan Harmoni*.
- Rahma, F., & Riofita, H. (2024). ANALISIS KEPUTUSAN PEMBELIAN PRODUK PROPERTY DENGAN PENDEKATAN DIGITAL MARKETING. *Jurnal Inovasi Pendidikan*, 6(2). <https://journalpedia.com/1/index.php/jip/article/view/1423>
- Rahman, H. U., Zahid, M., & Muhammad, A. (2022). Connecting integrated management system with corporate sustainability and firm Performance: From the Malaysian real estate and construction industry perspective.

- Environment, Development and Sustainability*, 24(2), 2387–2411.
<https://doi.org/10.1007/s10668-021-01538-2>
- Ramadani, N. A., Alfionistrya, O., Zakariya, A. F., & Maharani, R. T. (2024). INOVASI DESAIN RUMAH TINGGAL MODERN TIPE BRUCE DI PERUMAHAN CITRALAND DRIYOREJO CBD. *ADBE*, 3(1), 365–374.
- Ramos, E., Patrucco, A. S., & Chavez, M. (2023). Dynamic capabilities in the “new normal”: A study of organizational flexibility, integration and agility in the Peruvian coffee supply chain. *Supply Chain Management: An International Journal*, 28(1), 55–73. <https://doi.org/10.1108/SCM-12-2020-0620>
- Ratten, V. (2020). Coronavirus (covid-19) and entrepreneurship: Changing life and work landscape. *Journal of Small Business & Entrepreneurship*, 32(5), 503–516. <https://doi.org/10.1080/08276331.2020.1790167>
- RICS. (2024, November 15). Digitalisation in construction report 2024. *News and Insight*. <https://www.rics.org/news-insights/digitalisation-in-construction-report>
- Ringle, C. M., Wende, S., & Becker, J.-M. (2024). *SmartPLS 4*. SmartPLS. <https://www.smartpls.com>
- Robertson, J., Caruana, A., & Ferreira, C. (2023). Innovation *Performance*: The effect of knowledge-based dynamic capabilities in cross-country innovation ecosystems. *International Business Review*, 32(2), 101866. <https://doi.org/10.1016/j.ibusrev.2021.101866>
- Rosner, Y., Amitay, Z., & Perlman, A. (2022). Consumer’s attitude, socio-demographic variables and willingness to purchase green housing in Israel. *Environment, Development and Sustainability*, 24(4), 5295–5316. <https://doi.org/10.1007/s10668-021-01659-8>
- Rumah123. (2024). *Flash Report Januari*. <https://www.rumah123.com/pressroom/>
- Salami, S. F., Isah, A. D., & Muhammad, I. B. (2021). Critical indicators of sustainability for mixed-use buildings in Lagos, Nigeria. *Environmental and Sustainability Indicators*, 9, 100101. <https://doi.org/10.1016/j.indic.2021.100101>

- Sánchez-Monge, Á., Schilke, P., Ginsburg, A., Cesaroni, R., & Schmiedeke, A. (2018). STATCONT: A statistical continuum level determination method for line-rich sources. *Astronomy & Astrophysics*, 609, A101. <https://doi.org/10.1051/0004-6361/201730425>
- Sarstedt, M., Ringle, C. M., Smith, D., Reams, R., & Hair, J. F. (2014). Partial least squares structural equation modeling (PLS-SEM): A useful tool for family business researchers. *Journal of Family Business Strategy*, 5(1), 105–115. <https://doi.org/10.1016/j.jfbs.2014.01.002>
- Sassanelli, C., & Terzi, S. (2022). The D-BEST Reference Model: A Flexible and Sustainable Support for the Digital Transformation of Small and Medium Enterprises. *Global Journal of Flexible Systems Management*, 23(3), 345–370. <https://doi.org/10.1007/s40171-022-00307-y>
- Saunders, M., Thornhill, A., & Lewis, P. (2019). *Research methods for business students* (Eighth Edition). Pearson.
- Schildt, H. (2022). The Institutional Logic of Digitalization. In T. Gegenhuber, D. Logue, C. R. (Bob) Hinings, & M. Barrett (Eds.), *Research in the Sociology of Organizations* (pp. 235–251). Emerald Publishing Limited. <https://doi.org/10.1108/S0733-558X20220000083010>
- Settembre-Blundo, D., González-Sánchez, R., Medina-Salgado, S., & García-Muiña, F. E. (2021). Flexibility and Resilience in Corporate Decision Making: A New Sustainability-Based Risk Management System in Uncertain Times. *Global Journal of Flexible Systems Management*, 22(S2), 107–132. <https://doi.org/10.1007/s40171-021-00277-7>
- Sharma, P., Ueno, A., Dennis, C., & Turan, C. P. (2023). Emerging digital technologies and consumer decision-making in retail sector: Towards an integrative conceptual framework. *Computers in Human Behavior*, 148, 107913. <https://doi.org/10.1016/j.chb.2023.107913>
- Simbolon, A. M., Rusli, B., & Candradewini. (2023). Approach and Problem Solving Implementation of Housing Subsidy Policy for Low-Income People. *Jurnal Permukiman*, 18(1), 25–35. <https://doi.org/10.31815/jp.2023.18.25-35>

- Sitek, M., & Tvaronavičienė, M. (2021). Innovation Management in Polish Real Estate Developers in the Renewable Energy Sources Context. *Energies*, 14(6), 1702. <https://doi.org/10.3390/en14061702>
- Solikhah, M., Faransisca, V., & Baitul Jannah, K. I. (2024). Analysis Of Factors Influencing Consumer Purchasing Decisions On The Residential Area Of Pt Verona Hills Cirebon. *Journal Research of Social Science, Economics, and Management*, 3(6). <https://doi.org/10.59141/jrssem.v3i6.611>
- Starr, C. W., Saginor, J., & Worzala, E. (2021). The rise of PropTech: Emerging industrial technologies and their impact on real estate. *Journal of Property Investment & Finance*, 39(2), 157–169. <https://doi.org/10.1108/JPIF-08-2020-0090>
- Stylos, N., Zwiegelaar, J., & Buhalis, D. (2021). Big data empowered agility for dynamic, volatile, and time-sensitive service industries: The case of tourism sector. *International Journal of Contemporary Hospitality Management*, 33(3), 1015–1036. <https://doi.org/10.1108/IJCHM-07-2020-0644>
- Sugiyono. (2021). *Metode penelitian kuantitatif, kualitatif, dan R&D* (3rd ed.). Alfabeta.
- Susanto, D., & Izazi, Z. Z. (2024). Analisis Strategi Pemasaran Dengan Media Sosial Marketing Pada Penjualan Properti di Brighton Real Estate. *Jurnal Ekonomi, Pendidikan Dan Pengabdian Masyarakat*, 1(3), 69–74.
- Suzuki, M., & Shimizu, C. (2023). Using property-level inquiry volume to quantify demand–supply balance for existing houses: The case of the resale condominium market in Tokyo. *International Journal of Housing Markets and Analysis*, 16(4), 736–755. <https://doi.org/10.1108/IJHMA-01-2022-0018>
- Syafi'i, A., Brawijaya, A., & Hakim, A. R. (2023). STRATEGI INOVATIF MANAJEMEN DAN BISNIS DI ERA DIGITAL: ANALISIS PENGARUH TEKNOLOGI TERKINI TERHADAP KEBERLANJUTAN DAN KINERJA ORGANISASI. *Jurnal Visionida*, 9(2), 191–198. <https://doi.org/10.30997/jvs.v9i2.11069>

- Tarigan, Z. J. H., Siagian, H., & Jie, F. (2021). Impact of Internal Integration, Supply Chain Partnership, Supply Chain Agility, and Supply Chain Resilience on Sustainable Advantage. *Sustainability*, 13(10), 5460. <https://doi.org/10.3390/su13105460>
- Teece, D. J., Pisano, G., & Shuen, A. (1997). Dynamic capabilities and strategic management. *Strategic Management Journal*, 18(7), 509–533. [https://doi.org/10.1002/\(SICI\)1097-0266\(199708\)18:7<509::AID-SMJ882>3.0.CO;2-Z](https://doi.org/10.1002/(SICI)1097-0266(199708)18:7<509::AID-SMJ882>3.0.CO;2-Z)
- Uak, A. T. M., Lake, R. C., & Rayawulan, R. (2023). IDENTIFIKASI INOVASI KONSEP RUANG RUMAH SEDERHANA AKIBAT PERUBAHAN PERSEPSI KEBUTUHAN MASYARAKAT KOTA KUPANG. *Jurnal Arsitektur ARCADE*, 7(1), 119. <https://doi.org/10.31848/arcade.v7i1.2204>
- Ullah, F., Sepasgozar, S. M. E., Thaheem, M. J., & Al-Turjman, F. (2021). Barriers to the digitalisation and innovation of Australian Smart Real Estate: A managerial perspective on the technology non-adoption. *Environmental Technology & Innovation*, 22, 101527. <https://doi.org/10.1016/j.eti.2021.101527>
- Valdez-Juárez, L. E., Castillo-Vergara, M., & Ramos-Escobar, E. A. (2022). Innovative Business Strategies in the Face of COVID-19: An Approach to Open Innovation of SMEs in the Sonora Region of Mexico. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(1), 47. <https://doi.org/10.3390/joitmc8010047>
- Vargas-Calderón, V., & Camargo, J. E. (2022). Towards robust and speculation-reduction real estate pricing models based on a data-driven strategy. *Journal of the Operational Research Society*, 73(12), 2794–2807. <https://doi.org/10.1080/01605682.2021.2023672>
- Varol, S., & Catma, S. (2024). Unlocking insights in real estate markets: Integrating geo-spatial data for comprehensive property valuation and urban planning. *Data in Brief*, 57, 111141. <https://doi.org/10.1016/j.dib.2024.111141>

- Vigren, O., Kadefors, A., & Eriksson, K. (2022). Digitalization, innovation capabilities and absorptive capacity in the Swedish real estate ecosystem. *Facilities*, 40(15/16), 89–106. <https://doi.org/10.1108/F-07-2020-0083>
- Vijayakumar, A., & Davidova, J. (2024). Development of Construction Logistics Strategy in Real Estate through Innovation Hubs. *Baltic Journal of Real Estate Economics and Construction Management*, 12(1), 150–165. <https://doi.org/10.2478/bjreecm-2024-0010>
- Weyant, E. (2022). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, 5th Edition: by John W. Creswell and J. David Creswell, Los Angeles, CA: SAGE, 2018, \$38.34, 304pp., ISBN: 978-1506386706. *Journal of Electronic Resources in Medical Libraries*, 19(1–2), 54–55. <https://doi.org/10.1080/15424065.2022.2046231>
- Wofford, L. E., Wyman, D., & Starr, C. W. (2021). Innovation and the ambidextrous mindset in commercial real estate: A paradox management approach. *Journal of Property Investment & Finance*, 39(2), 144–156. <https://doi.org/10.1108/JPIF-01-2020-0004>
- Xie, X., Wu, Y., Palacios-Marqués, D., & Ribeiro-Navarrete, S. (2022). Business networks and organizational resilience capacity in the digital age during COVID-19: A perspective utilizing organizational information processing theory. *Technological Forecasting and Social Change*, 177, 121548. <https://doi.org/10.1016/j.techfore.2022.121548>
- Yokoi, R., Nakatani, J., Hatayama, H., & Moriguchi, Y. (2022). Dynamic analysis of in-use copper stocks by the final product and end-use sector in Japan with implication for future demand forecasts. *Resources, Conservation and Recycling*, 180, 106153. <https://doi.org/10.1016/j.resconrec.2022.106153>
- Yuan, R., Luo, J., Liu, M. J., & Yu, J. (2022). Understanding organizational resilience in a platform-based sharing business: The role of absorptive capacity. *Journal of Business Research*, 141, 85–99. <https://doi.org/10.1016/j.jbusres.2021.11.012>
- Yuliana, Y. (2021). EVALUASI PELAKSANAAN PROGRAM PENGEMBANGAN PERUMAHAN (STUDI PADA KANTOR DINAS

PERUMAHAN DAN KAWASAN PERMUKIMAN KOTA PALEMBANG). *Jurnal Ilmu Administrasi Dan Studi Kebijakan (JIASK)*, 3(2), 113–124. <https://doi.org/10.48093/jiask.v3i2.52>

Yunani, A., Sakti, M. R. P., Pradana, M., & Putra, A. (2024). Facilities and Service Quality's Impacts on Satisfaction: A Case of Indonesian Train Service Customers. *WSEAS TRANSACTIONS ON BUSINESS AND ECONOMICS*, 21, 2091–2099. <https://doi.org/10.37394/23207.2024.21.171>

Zhu, X., Zuo, X., & Li, H. (2021). The dual effects of heterogeneous environmental regulation on the technological innovation of Chinese steel enterprises—Based on a high-dimensional fixed effects model. *Ecological Economics*, 188, 107113. <https://doi.org/10.1016/j.ecolecon.2021.107113>

Ziegel, E. R., Lemeshow, S., Hosmer, D., Klar, J., & Luanga, S. (1994). Adequacy of Sample Size in Health Studies. *Technometrics*, 36(2), 232. <https://doi.org/10.2307/1270261>

Zulfikarijah, F., Khwarazmita, T., Masudin, I., Jihadi, M., Jatmiko, R. D., & Malik, N. (2023). The role of GSCM and GHRM practices on green innovation in Indonesian real estate environmental Performance. *International Journal of Agile Systems and Management*, 16(1), 44. <https://doi.org/10.1504/IJASM.2023.130471>