



## MARKETING COMMUNICATION STRATEGIES OF PT. KONSTRUKSI INTI SEJAHTERA IN SUSTAINING CUSTOMER TRUST IN DELI SERDANG

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### Keywords

marketing communication;  
customer trust;  
communication strategy;  
construction services;  
PT Konstruksi Inti Sejahtera;

### Abstract

*This study examines the marketing communication strategies of PT Konstruksi Inti Sejahtera (PT KIS) to maintain customer trust in Deli Serdang Regency. The research was conducted using a qualitative approach combined with a descriptive method. Data was collected through observation, interviews, and documentation related to the company's marketing communication activities. The results show that PT KIS uses a marketing communication approach focused on building customer trust, providing high-quality services, and maintaining long-term relationships with customers. The company introduces its services and builds business relationships through direct communication and various media like its website, Instagram, and YouTube. The company also prioritizes business legality, project portfolio, and commitment to customer satisfaction. PT KIS prioritizes open communication, responsive service, transparency in project execution, and quick and accurate complaint handling to build customer trust. Satisfied customers, no complaints, ongoing partnerships, and more returning customers are proof of the success of this strategy. Therefore, effective marketing communication has shown that building and maintaining customer trust in a construction service company is very important.*

E-ISSN: 2541-5263

P-ISSN: 1411-4380



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## 1. INTRODUCTION

Competition in the construction services industry is becoming increasingly intense in line with the growing demand for infrastructure and property development in Indonesia. Construction service companies are not only required to deliver high-quality work but also to build long-term relationships with clients. This condition positions client trust as a strategic asset, as business sustainability in a project-based and high-risk industry largely depends on clients' willingness to continue cooperation or recommend the company for subsequent projects. However, many construction companies tend to neglect marketing and regard it merely as a complementary function rather than a strategic instrument for building business relationships (Anton Nugroho & Muinah Fadhilah, 2023).

The risk-intensive nature of the construction industry further reinforces the importance of trust. Construction projects are vulnerable to changes in work scope, quality, cost, and implementation time; therefore, service providers must be able to manage such uncertainties so as not to disrupt their relationships with clients (Sharwanda Asfarina, 2025). In addition, the involvement of multiple



stakeholders, such as contractors, consultants, and project owners, requires effective risk management to identify and evaluate potential technical, environmental, and social problems throughout the project life cycle (Tinambunan, 2024). Project delays, for instance, not only result in cost losses but may also reduce clients' level of trust in the company's capability (Jamal, 2025). Thus, marketing communication in the construction context cannot simply be equated with marketing communication in the consumer goods sector, since its business-to-business (B2B), long-term, and high-risk transactional characteristics require a distinct relational approach.

Within this framework, marketing communication serves as an instrument for consistently and persuasively conveying the company's messages, values, and service advantages to potential clients (Muhammad Reza Pahlevi & Aminah Swarnawati, 2024). However, in B2B contexts such as the construction industry, the effectiveness of marketing communication cannot be measured merely by promotional reach, but rather by its ability to build relationship marketing, namely a relational strategy oriented toward maintaining long-term relationships through continuous interaction, transparency, and responsiveness to client needs. This approach is fundamentally different from short-term transaction-oriented marketing communication, as its success is measured by the formation of trust and client loyalty to continue collaboration on future projects, rather than merely by the volume of a single transaction.

PT Konstruksi Inti Sejahtera (PT KIS) is one of the construction service companies committed to competing professionally by placing client satisfaction as its main priority in both government and private projects. This commitment is demonstrated through the support of professional experts, a multidisciplinary organizational structure, and the implementation of marketing communication strategies that emphasize business legality, project portfolios, and direct interaction with clients through both digital media and face-to-face communication. Improving reputation and maintaining good relationships with the public through effective communication are believed to encourage clients to re-establish cooperation with the company (Dania Isnaeni Maulidia et al., 2023). The characteristics of PT KIS as a medium-scale construction company operating in the Deli Serdang area make it a relevant object of study for examining how marketing communication strategies are concretely implemented to maintain client trust in a high-risk and project-based industry.

Relevant previous studies include the research conducted by Kurniawanti and Hendrawan (2019) on the marketing communication strategy of PT Indonesia Villajaya, which shows that the implementation of appropriate marketing communication strategies plays an important role in retaining customers by increasing loyalty. However, that study positioned customer trust only as an implicit variable in the process leading to loyalty, rather than as the main focus of analysis, and was conducted in a service industry that did not possess B2B or high-risk project-based characteristics such as construction. A similar gap is also evident in the study by Vardiman et al. (2023), which examined marketing communication strategies in building consumer trust in a trading company. As a result, the relational dynamics specific to the construction sector, which involve long project durations, high technical risks, and collective decision-making among stakeholders, have not been sufficiently represented in the existing marketing communication literature.

Based on this gap, the present study specifically focuses on analyzing the marketing communication strategies of PT Konstruksi Inti Sejahtera in building and maintaining client trust in Deli Serdang Regency, by positioning relationship marketing and B2B communication characteristics as the main analytical framework. The novelty of this study lies in its effort to fill the gap in marketing communication studies by specifically linking the formation of client trust with the unique characteristics of the construction industry, namely its project-based nature, high level of risk, and reliance on long-term interorganizational business relationships—dimensions that have not been extensively explored in previous marketing communication research. Accordingly, this study is expected to provide theoretical contributions to the development of B2B marketing communication studies in the construction services sector, as well as practical contributions for similar companies in designing effective communication strategies to maintain client trust.

## 2. RESEARCH METHOD

This study employed a qualitative research design to understand the phenomenon within its natural context. A qualitative approach emphasizes interpretation, contextual understanding, and the subjective meanings constructed by research informants, rather than statistical measurement (Rachman et al., 2024). Through this approach, the researcher analyzed words, opinions, and information obtained

from informants to develop a comprehensive description of the research problem. The credibility of the data was ensured through qualitative validation procedures, allowing the findings to be presented systematically and analytically (Fiantika et al., 2022). In this study, marketing communication theory was used as the main theoretical framework to support the analysis of the research findings.

### 3. RESULT AND ANALYSIS

Based on interviews with the management of PT Konstruksi Inti Sejahtera (PT KIS), it was found that the company designs its marketing communication strategy by positioning trust, work quality, and good relationships with clients as its main foundations. In attracting new clients, the company utilizes its company profile, clear business legality, and project portfolio as concrete evidence of its competence and experience in civil, mechanical, and electrical construction. Management informants stated that legal documents and project track records serve as “initial capital” to convince potential clients before a business relationship is established, since clients in the construction sector generally verify a company’s credibility before agreeing to a work contract.

The field findings also show that PT KIS employs a combination of digital media and face-to-face communication in carrying out its marketing activities. Digital media, including the company website, Instagram, and YouTube, are used to display the company profile, documentation of completed projects, and the services offered. Meanwhile, direct communication is conducted through meetings, negotiations, and technical coordination with clients at each stage of the project. The company’s slogan, “Client satisfaction is our goal,” is consistently displayed in promotional materials as a representation of the company’s commitment to quality and client satisfaction.

In terms of relationship maintenance, the interviews revealed that PT KIS does not end communication once a project is completed, but continues to maintain contact through post-project services and readiness to provide technical assistance or maintenance after project handover. Informants explained that transparency regarding the scope of work, technical specifications, and implementation progress in the field has become a routine practice carried out by the project team, involving experts and field supervisors to ensure that each stage of work proceeds according to the agreed schedule and specifications.

Regarding complaint handling, the field data indicate that every client input or complaint is responded to collaboratively by project supervisors, technicians, and management in order to identify solutions quickly. The company also uses client comments and evaluations as material for continuous service improvement. The indicators of the success of this strategy can be seen from the company’s internal data, which show a high number of repeat orders, a low number of unresolved complaints, and an increasing number of client recommendations to prospective clients.

The findings above indicate that PT KIS implements marketing communication not merely as a promotional tool, but as a process of conveying messages, values, and meanings directed at influencing clients’ understanding, attitudes, and actions (Vardiman et al., 2023). The use of business legality and project portfolios as communication materials confirms that, in the business-to-business (B2B) context, credibility and evidence of technical competence become far more dominant message elements than emotional appeal or persuasive communication styles commonly used in consumer goods marketing. This is consistent with the characteristics of marketing strategy as a set of policies directed at responding to market needs in a measurable way through the stages of planning, implementation, and control (Arifin et al., 2020), which in the construction sector is manifested through the presentation of objective evidence in the form of legal documents and project track records.

The combination of digital media and face-to-face communication found at PT KIS demonstrates a multi-channel marketing communication pattern, in which digital media function to build image and initial reach, while direct communication plays a decisive role in clients’ final decision-making. This pattern reinforces the view that communication and marketing are inseparable elements, as marketing effectiveness is strongly determined by the quality of communication established by the company with its clients (Kurniawanti, 2017). The dominance of face-to-face communication during negotiation and technical coordination stages also emphasizes the characteristics of B2B communication, which is personal and relationship-based, in contrast to business-to-consumer (B2C) marketing communication, which relies more heavily on mass reach through media.

The continuity of post-project communication found at PT KIS can be interpreted as a concrete application of relationship marketing principles, namely a strategy oriented toward building and maintaining long-term relationships between companies and customers through continuous interaction

(Rusdiyanto & Suranti, 2021). In practice, the company's willingness to provide post-project services and technical information transparency functions as a trust-building mechanism, because client trust in the construction industry is not formed through a single transaction, but through the consistency of company behavior tested throughout the project cycle and beyond. This finding extends the understanding of Kurniawanti and Hendrawan's (2019) study, which found that marketing communication strategies contribute to customer loyalty. In the context of PT KIS, such loyalty specifically emerges from the accumulation of relational experiences during and after the project, rather than solely from promotional activities.

The responsive and collaborative complaint-handling pattern further confirms that service quality is an important component in shaping customer experience, which in turn influences perceptions of and trust in the company (Kristianto, 2022). The low number of unresolved complaints, along with the high number of repeat orders and client recommendations, indicates that trust in the construction services sector is cumulative and evidence-based, formed through repeated performance verification rather than merely through promises stated in promotional materials (Ma'arief & Suwandi, 2025). Thus, it can be interpretatively concluded that PT KIS's marketing communication strategy succeeds in maintaining client trust because it integrates three elements simultaneously: evidence-based credibility within the B2B context, a layered communication pattern combining digital and face-to-face media, and sustainable relationship marketing practices that extend beyond the duration of the project itself.

#### 4. CONCLUSION

This study concludes that PT Konstruksi Inti Sejahtera maintains client trust through marketing communication strategies that integrate evidence-based credibility in the form of business legality and project portfolios, a layered communication pattern that combines digital media with face-to-face communication, and sustainable relationship marketing practices from the offering stage to post-project services. As a result, client trust is formed cumulatively through consistent performance verification rather than merely through promotional activities. These findings provide practical implications for other construction service companies, particularly medium-scale companies operating within a business-to-business model, suggesting that they should not rely solely on digital promotion as the main marketing tool, but should also develop a structured post-project communication system, ensure transparency of technical information for clients, and position complaint handling as an integral part of maintaining long-term relationships. However, this study has limitations, as it focuses only on one company within the limited geographical scope of Deli Serdang Regency and relies on data from the perspective of company management. Therefore, the findings cannot yet be generalized to all construction service companies with different characteristics. Future research should expand the scope of informants by directly involving more client perspectives and comparing several construction companies to strengthen the external validity of the findings.

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