



## Analysis of the implementation of property sales administration at PT Satwika Permai Indah Jakarta

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### ABSTRACT

Administration is an important activity in managing a business. The role of administration is very influential in supporting business growth, without good administrative handling, business actors will have difficulty knowing the data that the company wants. The purpose of this study was to determine the implementation of property sales administration at PT Satwika Permai Indah Jakarta, and various obstacles and solutions to overcome them. Qualitative descriptive research form with data collection through observation, interviews, and documentation. The results showed that PT Satwika Permai Indah Jakarta in the implementation of cash and credit sales administration, there were 10 parties involved, namely consumers, sales marketing and admins, cashiers, finance, taxes, law, the Home Ownership Credit (HOC) team, banks, directors, as well as a notary. Documents required include Proof of Marketing Receipt, PPJB, SP3K, AJB, SSP, Certificate of Ownership, Certificate. The process starts from the consumer selecting the unit, making the payment, interviewing the bank's credit analyst, until it is ratified by a notary, and PT Satwika Permai Indah handing over the unit that is ready to be occupied by the consumer. In making land deeds, sometimes there are delays due to incomplete or invalid consumer data. This is a concern for legal parties to remind consumers to update the necessary data

**Keywords:** Administration implementation, Property Sales

### 1. INTRODUCTION

Developing Sales is an activity that is very important for every company because with the sale of product circulation goes well. With sales, it can be known whether the business activity is profitable or losing. How much profit is obtained is usually based on the production costs incurred. If the cost of production is greater than the selling price, the company will lose money. To maintain price stability and increase public attention to products, marketing management is needed. 4P Management; (product, price, promotion, and place) allows the marketing and distribution of goods to run well, including property sales.

Selling property during the COVID-19 pandemic is not easy, this is due to the public's focus on the health sector. Wfh, reduce activities outside the home, apply health protocols by washing hands, wearing masks, and maintaining distance.

Every company has its own way of making sales. For a property seller, this is certainly difficult and a challenge to get consumers. Offer online, through the website and by telephone to ensure that there is a consumer's intention to buy the property offered. As a property development company, you must be careful in providing offers to consumers, of course, from various kinds of services ranging from offers, locations, building specifications, prices, environmental facilities, and no less important that the added value is from detailed and unique architectural designs to architecture. Minimalist that looks simple as it is but looks elegant certainly provides comfort to consumers.

In selling property, it is necessary to record or administer related consumer data and supporting documents for the property. Good administrative management will facilitate and expedite the implementation of these activities. The implementation of

property sales administration also involves several interrelated divisions in each of its activities accompanied by stages of activities in completing work until the transaction is final and binding.

PT Satwika Permai Indah which is engaged in the property business, offers various types of properties, which consist of houses, apartments and shop houses. This property is one of the basic needs for humans in addition to the needs of clothing and food. The need for houses, apartments, and shop houses from time to time has increased, which causes houses, apartments and shop houses to become important things to provide. This is what underlies the many companies engaged in the property sector competing in making housing, apartments, and shop houses in accordance with current market demands.

In carrying out the business activities of PT Satwika Permai Indah, of course, it really requires a sales administration system that records various important documents related to property ownership, the completeness of documents that are stored properly and management of working relationships with related parties. Based on the description above, this study will describe the administrative procedures for property sales, what documents are required, which parties are involved in the sale of the property, as well as some of the obstacles that occur in the process of buying and selling property at PT Satwika Permai Indah. For this reason, this paper is entitled: "Analysis of the Implementation of Property Sales Administration at PT Satwika Permai Indah Jakarta".

## 2. LITERATURE REVIEW

### A. Administration Implementation

Implementation is an activity or a plan that has been prepared in detail. George R. Terry stated "Implementation is an effort to move group members in such a way that they are willing and trying to achieve company goals and company members to carry out what has been previously planned, through direction and motivation so that activities can run optimally and according to the goals that have been set. determined" (Agustrian et al., 018). Furthermore, Nawawi said "Implementation is carried out after the organization has planned and organized by having an organizational structure including the availability of personnel as implementation in accordance with the needs of the unit or work unit formed" ((Arsana, 2016)).

Based on the above understanding, implementation can be interpreted as a process and method that is carried out after the organization has a plan so that the objectives of the activities that have been previously set are achieved.

Etymologically "Administration" comes from the Greek words "Ad" and "ministrate" which means devotion or service. Instinctively, humans want to always be together in a group, this is felt or seen in an effort to fulfill their life needs that cannot be carried out individually. The needs that give rise to these common goals require the cooperation of human groups before taking action to achieve the expected goals. Therefore, thoughts

are needed in advance so that the process of achieving that goal can be carried out in accordance with what has been set" (Siswandi, 2017).

Siagian stated "Administration is the whole process of cooperation between two or more people based on a certain rationality, to achieve predetermined goals" (Widayani & Fathoni, 2017).

Thus, it can be concluded that administration is an organizational ability carried out by a group of people in a job so that it can be carried out properly, with the main elements of certain activities and the existence of a group of people who cooperate and achieve predetermined goals.

### B. Administration Function

Administration essentially has its own function, as for the administrative function according to Quible in (Siswandi, 2017):

1. Routine functions, namely office administration functions that require minimal thought including filing and copying. Usually, this function is carried out by administrative staff who are responsible for day-to-day administrative activities.
2. Technical functions, namely administrative functions that require opinions, decisions, and adequate office skills, such as being able to use several computer application programs. This function is usually performed by administrative staff who are members of the information technology department.
3. Analysis function, which is a function that requires critical and creative thinking, accompanied by the ability to make decisions, such as making and analyzing reports and making purchasing decisions. This function is usually carried out by a manager who is responsible for supporting decisions that will be made by his superiors.
4. Interpersonal functions, namely functions that require assessment and analysis as the basis for decision making, as well as skills related to other people, such as coordinating project teams. This function is usually carried out by administrative staff as a career path before becoming a manager in an organization.
5. Managerial functions, namely functions that require planning, organizing, measuring, and motivating, such as budgeting and evaluating employees. Usually, this function is carried out by manager-level staff who are responsible for the implementation of administrative systems and procedures.

While the administrative function according to George R. Terry in (Agustrian, et al, 2018) is known as "POAC" namely:

1. Planning (Planning)  
In this process, it generally involves a decision in predicting and determining the decisions made. In forecasting what will happen in the future, it is based on previous or past and current experiences.
2. Organizing  
In essence, the function of an organization is related to the efforts made in the development of labor relations and their distribution within a business entity or organization.
3. Actuating  
Efforts to get results by moving on others. Motivating can be

done by superiors or leaders to motivate and move their subordinates so that they can do their work as well as possible.

#### 4. Supervision (Controlling)

Supervision can also be interpreted as control is a process of observation that is carried out continuously or periodically in an activity or implementation in accordance with a work plan that has previously been neatly prepared and makes corrections when needed.

### B. Administrative Elements

According to The Liang Gie in (Nuraida, 2018), administration as a series of structuring activities in its implementation has eight elements, namely: Organization, Management, Communication, Personnel, Finance, Arrangement, regulation, Supplies, Administration, Public Relations.

The eight elements of administration will always appear in every process of cooperation from a group of people to achieve a goal called administration.

Meanwhile, according to Siagian in (Alemina, 2018), administrative elements; Consists of two or more human beings; Have a purpose; There are tasks to be performed; Availability of equipment and supplies. These four elements are absolute elements in administration.

Rahmat in (Nuraida, 2018) states that in general the administration has the following objectives:

1. Achieving flexibility in administrative processes
2. The realization of efficiency and effectiveness of administrative implementation
3. Implementation of administrative continuity
4. Production effectiveness
5. Efficiency

### D. Sale

Selling is the science and art of personal influence carried out by the seller to invite others to be willing to buy the goods or services he offers (Swastha, 2014). Moekijat further stated that "Sales are a goal to seek, influence, and give instructions to buyers so that they can adjust their needs to the products offered and enter into agreements regarding prices that are beneficial for both parties" (Ratningsih, 2017). Thus, selling is an activity in the form of selling goods and services carried out between two parties (buyer and seller).

#### 1. Types and Forms of Sales

According to (Swastha, 2014) the types of sales are grouped into 5 (five), including:

- a. Sell Trade (Trade Selling), Sales can occur when manufacturers and wholesalers allow retailers to try to improve distributors of their products. This involves dealers with promotional activities, demonstrations, supplies, and new products. So the emphasis is on "selling through" the dealer rather than "selling to" the end buyer.
- b. Sales distributors (Missionary Selling), Sales are trying to be increased by encouraging buyers to buy goods from company dealers. Here, the salesperson is more inclined to

"sale for" the dealer. So, the salespeople themselves do not directly sell the products offered, for example offering drugs to doctors.

- c. Sales Techniques (Technical Selling), the seller tries to increase sales by providing advice and advice to the final buyer of his goods and services. In this case, the main task of the salesperson is to identify and analyze the problems faced by the buyer, and show how the product or service offered can solve these problems.
- d. New Business Selling The seller tries to open a new transaction by converting potential buyers into buyers. This type of sale is often used by insurance companies.
- e. Responsive Selling Every salesperson is expected to react to buyer requests. The two main types of sales here are route driving and retailing. Drivers who deliver milk, bread, gas for domestic use; the clerks in convenience stores, clothing.

In terms of transaction methods between buyers and sellers can be distinguished between .

#### a. Cash sales and credit sales.

Cash Sales, This sale is cash and carry, where sales generally occur in cash and payments from buyers for a month are considered cash. This sale occurs after there is a price agreement between the seller and the buyer.

#### b. Credit Sales.

This sale includes non-cash with a certain grace period which is above a month on average.

#### c. Tender Sales

Sales carried out with the buyer, overseas imports of goods using a letter of credit facility.

#### d. Consignment Sales

Sale of deposited goods to buyers who are also sellers. If the item is not sold, the item will be returned to the seller.

#### 2. Sales Stages

According to (Swastha, 2014) in this case the steps that need to be taken by the seller include:

#### a. Preparation Before Sales

The first stage in face-to-face sales is to make preparations before making a sale. Here, the activity to be carried out is to prepare the sales force by providing an understanding of the goods it sells, the target market and the sales techniques that must be carried out. In addition, they must first know the possibilities of motivation and behavior in the target market segment.

#### b. Determining the Location of Potential Buyers

By using data from past and present buyers, sellers can determine the characteristics of potential buyers or potential buyers.

#### c. Introductory Approach

Prior to making a sale, the seller must study all matters concerning the individual or company that can be expected to be the buyer. In addition, it is also necessary to know about what product or brand they are using and how they react. Various kinds of information need to be collected to support product offerings to buyers, for example about buying habits, preferences and so on.

All of these activities are carried out as a preliminary approach to the market.

#### d. Making Sales

Sales are made starting from an attempt to attract the attention of potential consumers, then endeavored to find out their attractiveness or interest. If their interest can be followed by the emergence of a desire to buy, then the seller just needs to realize the sale of his product at this time the sale is made.

#### e. After Sales Service

Actually sales activities do not end when orders from buyers have been fulfilled, but still need to be continued by providing services or services to them, usually this activity is carried out for the sale of industrial goods such as installations or durable consumer goods such as refrigerators, televisions, and so on. . Some of the services provided by the seller after the sale is carried out include: Providing guarantees, Providing repair services, Giving gifts or bonuses, Training operational personnel and how to use them, Delivering goods to homes.

### 3. Factors Affecting Sales Activities

The following are the factors that influence sales activities according to (Swastha, 2014), namely:

#### a. Seller's Conditions and Abilities

The sale and purchase transaction or transfer of commercial property rights to goods and services in principle involves two parties, namely the seller as the first party and the buyer as the second party. Here, the seller must be able to convince the buyer in order to successfully achieve the expected sales goals.

#### b. Market Condition

The market, as a group of buyers or parties who are targeted in sales, can also influence sales activities.

#### c. Capital

It will be more difficult for the seller to sell the goods if the goods being sold are not yet known by the prospective buyer or if the location of the buyer is far from the seller's place.

#### d. Company Organizational Condition

Large companies, sales problems are usually handled by a separate section (sales department) which is held by certain people or experts in the field of sales. It is different with small companies where sales issues are handled by people who also perform other functions.

#### e. Other Factors

Other factors, such as advertising, demonstrations, campaigns, gift giving, often affect sales. However, to do so, a large amount of money is required. For companies with strong capital, this activity can be carried out regularly. As for small companies that have relatively small capital, this activity is carried out less frequently.

## E. Agreement

Law Scholars in Indonesia use different terms for agreements. According to Munir Fuady in (Widijawan, 2018) the term agreement is the equivalent of the term *overeenkomst* in Dutch

or agreement in English. The meaning of the agreement is regulated in Article 1313 of the Book as well as the Civil Law, hereinafter referred to as the Civil Code states: "An agreement is an act by which one or more persons bind themselves to one or more other persons".

The subject states "An agreement is an event where one person promises another person or where two people promise each other to do something. From this event arises an alliance relationship" (Asyhadie & Kusuma, 2019). Syahmin AK presented in its form "The agreement is a series of words that contain promises or willingness to be spoken or written" (Hartana, 2016).

Based on the opinion of the above experts, it can be interpreted that the agreement is something that gives rise to an alliance. Where in the agreement there are two parties involved, namely the party who has the right, and the party who has the obligation. Or in another sense, one party is entitled to the achievement, and the other party is obliged to fulfill the achievement itself.

### 1. Elements of the Agreement

According to Prodjodikoro in (Simanjuntak, 2017) there are several elements of the agreement, among others:

- a. The existence of at least two parties, the parties referred to here are the subject of an agreement that can be a legal entity and a person who is competent to perform legal acts in accordance with the law. In an agreement there will always be two parties, where one party is the party who is obliged to achieve (debtor) and the other party is the party entitled to the achievement (creditor).
- b. The existence of an agreement or word of agreement, The agreement or word of agreement is the consensus between the parties on the terms and objects agreed.
- c. The existence of the goal to be achieved, the goal to be achieved is meant here as the interests of the parties that will be realized through the agreement.
- d. The existence of achievements or obligations to be implemented, the achievement in question is an obligation for the parties to implement it in accordance with what is agreed.
- e. The existence of a certain form, The particular form that is meant is the agreement made by the parties must be clear in form in order to be a valid means of evidence for the parties to the agreement.
- f. The existence of certain conditions, certain conditions in question are the substance of the agreement as agreed by the parties in the agreement.

### 2. Terms of Validity of the Agreement

The existence of an agreement or what is currently commonly known as a contract, cannot be separated from the fulfillment of the conditions regarding the validity of an agreement or contract as stated in Article 1320 of the Civil Code, including:

- a. Agree of those who bind themselves. What is meant by agreement here is a sense of sincerity or mutual giving and receiving between the parties who make the

- agreement. Agreement does not exist if the contract is made on the basis of coercion, fraud, or oversight.
- b. The ability to make an engagement. Skill here means that the parties to the contract must be people who are declared by law to be legal subjects. Those who are incompetent are people who are determined by law, namely children, adults who are placed under supervision, and mentally ill people. Children are those who are not yet adults who, according to Law Number 1 of 1974 concerning marriage, are not yet 18 (eighteen) years old. Even though he is not yet 18 (eighteen) years old, if a person has been or has been married, he is considered an adult, it means that he is capable of making an agreement.
  - c. A certain thing, a certain thing means that the object regulated by the contract must be clear, at least it can be determined. So it can't be vague. This is important to provide guarantees or certainty to the parties and prevent the emergence of fictitious contracts. For example, buying and selling a house, it must be clear what the building looks like, when the construction will be completed, what materials are made, and so on. The clearer the better. For example, buying and selling a house is not allowed, without a definite explanation.

- d. A lawful cause, meaning that the contents of the contract must not conflict with laws that are coercive in nature, public order, and decency. For example, buying and selling babies is illegal because it is against these norms. With the fulfillment of the 4 (four) conditions for the validity of the agreement, then an agreement becomes valid and legally binding for the parties who make it.

The type of research used in this research is policy research which intends to analyze the implementation and constraints on the organization by administrators or decision makers so that the findings can be recommended to decision makers to act practically in solving problems. (Majchrzak in Sugiyono, 2005:8). The type of data used in this study is qualitative data, with the interview method, and internal and external observations and documentation. Internal data can be obtained from Sales Marketing, Cashier, Legal, Administration, and Director. Meanwhile, external data were sourced from Bank KPR staff and consumers who came to the office of PT Satwika Permai Indah Jakarta. As well as various regulations governing the sale of property loans

### 3. RESULTS AND DISCUSSION

#### A. Implementation of Property Sales Administration at PT Satwika Permai Indah Jakarta

The following is the flow of the administration of property sales at PT Satwika Permai Indah Jakarta on credit:

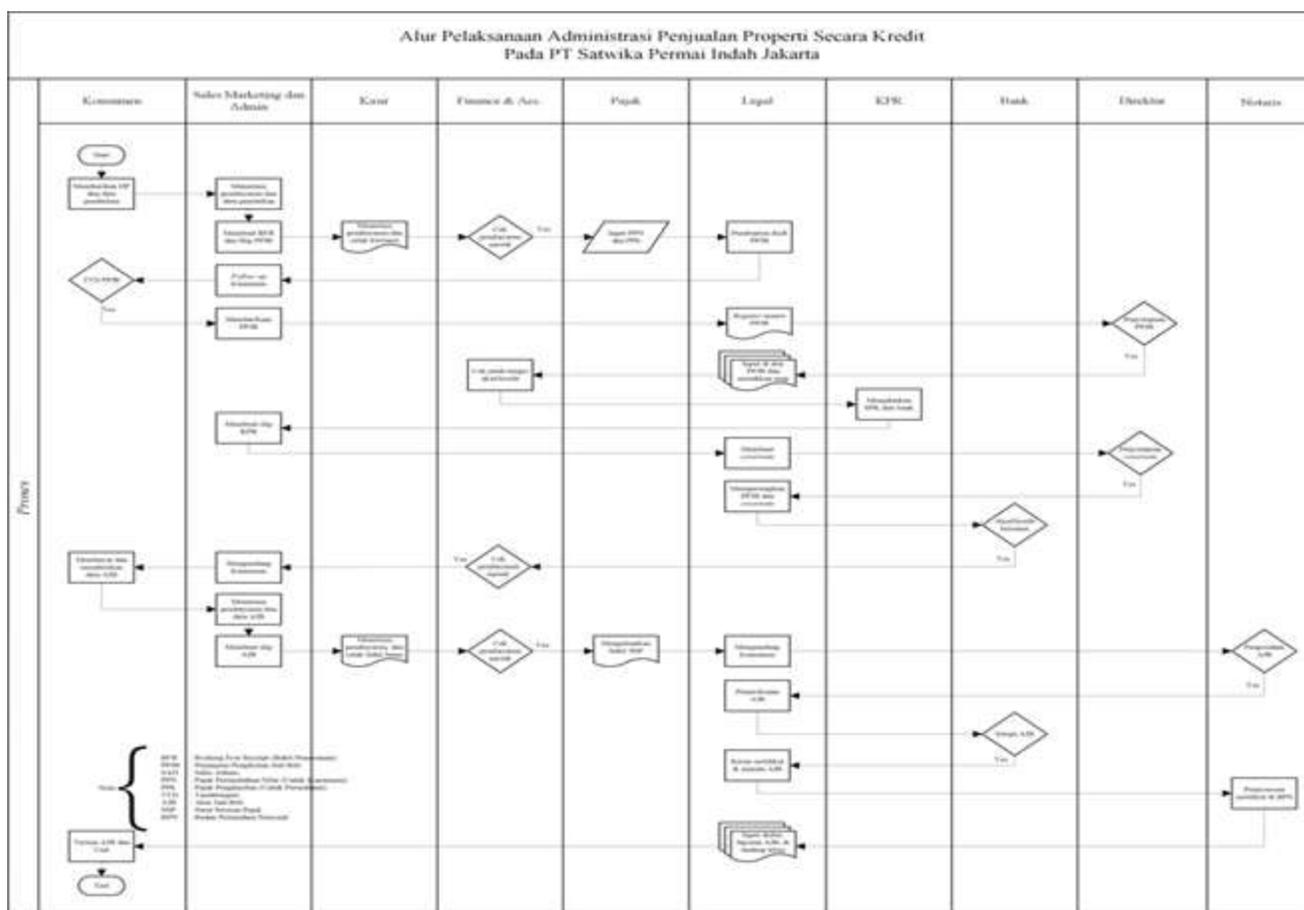


Figure 1. Implementation Flow of Property Sales Administration on Credit at PT Satwika Permai Indah Jakarta

Based on Figure above, it can be explained the flow of the administration of house sales on credit at PT Satwika Permai Indah, as follows:

1. Start.
2. The consumer agrees to the house price offered by marketing (marketing), then the consumer orders a house and pays the booking fee for the house ordered by down payment (paying an advance payment), along with providing purchase data.
3. After the sales administration (SAD) receives the house order and receives payment of the booking fee (order fee) along with the purchase data, then the administration makes a booking fee receipt (proof of order), and makes a Sale and Purchase Binding Agreement (PPJB) slip which will be forwarded to the finance (finance) to be checked and processed further.
4. The cashier receives payment from the administration earlier, then the cashier prints a receipt for the consumer to take if the consumer needs it.
5. Then the finance and accounting check the incoming payment which has been forwarded by the cashier, if yes it has been entered then the finance and accounting parties agree (accept) to run the PPJB process slip to the legal party.
6. Before going to legal, there is a tax (tax) party who does input for the VAT (Value Added Tax for consumers) and PPH (Income Tax for developers) processes.
7. The legal party processes the PPJB draft to be signed by the consumer, after the draft is made it is sent to the SAD which is located at the Gallery Marketing office.
8. SAD is the one who follows up on consumers to come and sign, usually via telephone.
9. If the time has been determined, the consumer also comes to sign the PPJB, before signing the SAD usually explains more or less the contents of the agreement, if there is something unclear about the contents of the article on the agreement, usually the legal party will explain further Yes, then the PPJB has been signed, usually if the consumer does not agree with the contents after the legal party explains, the draft PPJB may be delayed to be signed until the consumer agrees, but if it is Yes, the PPJB is returned to the legal party through the SAD, which is usually delivered by courier office (because the legal party is located at the head office).
10. The legal party registers the PPJB number with a typewriter, after that it is checked by the legal manager before being forwarded to the Board of Directors.
11. Enter the PPJB file through the secretary to be approved by the board of directors, if the Board of Directors Yes has been approved, then the PPJB file will return to legal.
12. The legal party inputs in the PPJB flow and in the PPJB report that there is a purchase of a new unit, when it is finished, enter it into the PPJB folder, then fill (put in the filing cabinet, there are 2 sets, 1 for the bank, the 1 for the developer), for Home Ownership Loans (KPR) the original PPJB is usually a guarantee for the bank, and consumers are only given a copy of the PPJB.
13. The finance party checks the maturity schedule for the credit agreement with the bank, if it is due, it means that the credit contract must be implemented immediately, and coordinates with the mortgage team.
14. The KPR carries out the Credit Confirmation Letter (SPK) obtained from the bank for the consumer unit, the KPR coordinates with the SAD.
15. The SAD will make a mortgage slip for processing.

16. The legal party drafts the covernote as a letter of guarantee for the bank, then it is checked by the legal manager before being forwarded to the Board of Directors.
17. Enter the covernote file through the secretary for approval by the board of directors, if the board of directors Yes has been approved, then the covernote file will be returned to legal.
18. The legal party prepares the original PPJB and the original covernote for the credit contract process with the bank.
19. The bank performs a credit agreement with the consumer witnessed by the legal party and the mortgage team, usually when the contract has been made, the remaining consumer installments will be disbursed within a few days to the developer from the bank if all guarantees have completed the procedures from the bank.
20. The finance party checks the disbursement of money from the bank, if yes it has come in, the consumer is declared paid off from the installments with the developer, the unit is ready for occupancy, and can proceed to the AJB process.
21. SAD invites consumers to come pay AJB fees, and complete data for AJB.
22. Consumers come to pay AJB fees and provide complete data for the AJB process, such as: photocopy of husband and wife's ID card, or if single makes a single statement, photocopy of family card, proof of payment by the bank.
23. SAD receives payments and data for AJB, and performs the process of making AJB slips and forwards them to finance (finance) for further checking and processing.
24. The cashier receives payment from SAD, then prints proof of payment of AJB fees, to be submitted to consumers directly, and for archives.
25. Then the finance and accounting check the main payment.
26. Finish

Based on data on home sales on credit at PT Satwika Permai Indah Jakarta, it can be seen in table 1 as follows:

**Table 1. Home Loan Sales Data for March - June 2020**

| Number | Month | Type/m <sup>2</sup> | A | B | C | D | Total Unit |
|--------|-------|---------------------|---|---|---|---|------------|
| 1      | March | 48/60               | 3 | 2 | 1 | 4 | 10         |
| 2      | Apr   | 48/60               | 5 | 3 | - | 6 | 14         |
| 3      | May   | 48/60               | 2 | - | 3 | - | 5          |
| 4      | June  | 48/60               | 1 | - | 1 | 1 | 3          |

Source: PT Satwika Permai Indah Jakarta, 2020

Based on Table 1 above, it can be explained that the results of house sales in the period March 2020 to June 2020 on credit have sold houses of type 48/60 m<sup>2</sup> on credit with a total sale of 32 housing units.

#### **B. Documents Required in the Implementation of Property Sales Administration at PT Satwika Permai Indah Jakarta**

The documents needed in the Implementation of Property Sales Administration are as follows:

1. **Booking Fee Receipt (Proof of Order)**  
The Booking Fee Receipt is signed when the consumer agrees to buy a house. It includes the amount of down payment and the time of payment. In addition, the Booking Fee Receipt must also contain consumer data and technical data for the housing unit ordered, such as plot number, house type, and others.
2. **Receipt**  
Receipt is a proof of receipt of a sum of money signed by the recipient, then handed over to the payer and can be used as proof of the transaction.
3. **Sale and Purchase Binding Agreement (PPJB)**  
In the sale and purchase agreement of a house there are articles that contain: The price of the house. How to pay for the house, cash or with a Home Ownership Credit (KPR). The amount of the down payment. Normative articles such as rights and obligations, cancellations, sanctions, and the occurrence of conditions beyond human control. House plans and details. The construction period and the handover period of the house. And other things that are considered important.
4. **Confirmation Letter of Credit Provider Approval (SP3K)**  
Documents or letters issued by the bank stating the approval of the Credit (KPR) proposed by the consumer or buyer.
5. **Sale and Purchase Deed (AJB)**  
The Sale and Purchase Deed (AJB) is one of the important property ownership documents. As evidence of the process of transferring rights to the property sold by the owner to the buyer. The Sale and Purchase Deed (AJB) is made by an authorized public official, namely the notary Land Deed Making Officer (PPAT). The Sale and Purchase Deed (AJB) itself will later have two pieces that will be submitted to the National Land Agency (BPN) as one of the requirements for the transfer of names, and the other one is kept by a notary Land Deed Making Officer (PPAT). Both the seller and the buyer will only receive a copy.
6. **Tax Payment Letter (SSP)**  
The Tax Payment Letter (SSP) serves as proof of payment of the consumer unit tax if it has been ratified by the authorized payee office official or if it has received validation from the Tax Service Office (KPP).
7. **Certificate of Ownership**  
Ownership Certificate is proof of land ownership which occupies the highest and most powerful caste from a legal perspective and has the greatest benefits for the owner.
8. **Certificate (Covernote)**  
Certificate (Covernote) is a statement letter given by the Company to the Bank containing information that on a certain date the signing of the Credit Agreement and the Provision of Guarantee between the Debtor and the Bank has been carried out, as well as other information.

### **C. Obstacles in the Implementation of Property Sales Administration at PT Satwika Permai Indah Jakarta and how to overcome them.**

There are obstacles that occur in the process of implementing the administration of property sales at PT Satwika Permai Indah, as follows:

1. There are still delays in the process of making land deeds, making land deeds cannot be separated from supporting documents. The delay in making the land deed was due to incomplete documents.

2. There is still inappropriate consumer data or incomplete consumer data. Not infrequently consumers who apply for home purchases make mistakes in the data and requirements or the data has not been updated.

The solutions that can be done to overcome the obstacles that occur in the administration of property sales at PT Satwika Permai Indah are as follows:

1. The solution for the delay in the process of making land deeds, namely the company must correctly complete each consumer document and requirements in the process of making land deeds, so that the process of making land deeds is not hampered to be processed by the Notary Land Deed Maker (PPAT) at the National Land Agency (BPN).
2. Solutions for the existence of inappropriate or incomplete consumer data, namely the company, especially the sales admin, to update consumer data, and be more careful in receiving data that consumers provide.

## **5. CONCLUSIONS AND SUGGESTIONS**

### **A. Conclusion**

Based on the description of the discussion above, conclusions can be given as follows:

1. Implementation of sales administration at PT Satwika Permai Indah Jakarta, related to the functions and roles of various divisions, namely sales marketing and admin division, cashier division, finance and accounting division, tax division, legal division, Home Ownership Credit (KPR) division, and division project. Each of these divisions plays an interrelated role in carrying out the property sales process.
2. In the administration of property sales at PT Satwika Permai Indah Jakarta, supporting documents play a very important role in facilitating the implementation of sales administration activities. Documents supporting the sales administration, namely Booking Fee Receipt (Proof of Order), Receipt, Sale and Purchase Binding Agreement (PPJB), Confirmation Letter of Credit Provider Approval (SP3K), Sale and Purchase Deed (AJB), Tax Payment Letter (SSP), Ownership Certificate, and Certificate (Covernote).
3. Implementation of property sales administration at PT Satwika Permai Indah Jakarta, there are several obstacles, such as, there are still delays in making land deeds, and there are still consumer data that are not appropriate or incomplete data.

### **B. Suggestions**

Based on the description of the conclusion above, suggestions can be given as follows:

1. The marketing department needs to develop a variety of innovative strategies (such as holding exhibitions at the Marketing Gallery accompanied by various culinary delights, or lucky draws for consumers who make purchases, or various

attractive door prizes, as well as promos for unit prices sold , and providing gimmicks such as shopping vouchers, gadgets, or other interesting items) to promote properties so that consumers are more interested, so that sales targets can be better and increase at PT Satwika Permai Indah Jakarta.

2. We recommend that each division in the company be more careful in storing consumer documents, by means of each division must have a special staff to handle the archives of each consumer document and documents needed to facilitate the implementation of property sales administration at PT Satwika Permai Indah Jakarta.

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