

ABSTRACT

As the existence of green products and services are increasing, the property industry is trying to develop their product such as green building concept. Most of the green concept that offered by the industry include green environmental, waste management, water management and many others. The objectives of this research are to identify the value of customer engagement model. Conceptual model is developed to identify the relationship between the variables and its indicators (exogenous) which affecting the customer engagement value (endogenous). This relationship identification has been done by using Structural Equation Modeling. Although, the measurement of customer engagement value is conducted by using system dynamics simulation. The result of this research proves that the relationship of five exogenous variables toward the endogenous are significant. Also, it is obtained the prediction value of customer engagement per unit of time.

Keywords: Green, Property Industry, Customer Engagement, Structural Equation Modeling, System Dynamics.