ANALYSIS OF THE INFLUENCE OF LOCATION, PRICE PERCEPTION, PRODUCT QUALITY AND PROMOTION OF THE PURCHASE DECISION (A STUDY ON PT. ADHI PERSADA PROPERTI)

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Abstract

This study aims to analyze the influence of Place, Price Perception, Product Quality, and Promotion on the Purchasing Decision of apartment units in the Grand Dhika City Lifestyle Jatiwarna area, Bekasi City. The research was conducted on buyers who had purchased apartment units in the area, focusing on PT. Adhi Persada Properti as the developer. As of December 2023, there were 413 buyers, and the sample used consisted of 80 respondents. The method employed is a quantitative approach with a random sampling technique. The collected data was then analyzed to determine the relationship between these factors and consumer purchasing decisions. The results of this study indicate that the variables of Place, Price Perception, and Product Quality do not impact Purchasing Decisions, whereas the Promotion variable has a positive impact on Purchasing Decisions. Furthermore, the study reveals that the variables of Place, Price Perception, Product Quality, and Promotion collectively have a positive impact on Purchasing Decisions. The findings are expected to provide insights into the extent to which each factor influences consumer purchasing decisions in the property sector, particularly in the context of urban property development.

Keywords: *Place, Price Perception, Product Quality, Promotion, Purchase Decision, PT. Adhi Persada Properti*

Introduction

When discussing individuals as consumers, one certainty is that they have a drive to fulfill their needs in life. These diverse consumer needs may change according to increasing consumer income and also evolve with the times. In fulfilling their needs, consumers inevitably engage in purchasing activities. Therefore, companies, as marketing players, must be able to understand and master marketing management to effectively carry out their operations. A company's objectives will be achieved if its operational activities are accompanied by the implementation of effective marketing strategies. According to Manap et al. (2023), marketing aims to persuade consumers to choose and purchase the products offered. Marketing strategies help companies reach their target market by attracting more consumers through meeting their needs, namely by providing the products they require, thereby maximizing profits. Recognizing this, PT. Adhi Persada Properti, as a developer, has built Grand Dhika City Jatiwarna Apartment Complex, where residents can live together in a multi-story building, either vertically or horizontally divided. The construction of high-rise buildings or apartments by PT. Adhi Persada Properti serves as an alternative solution for fulfilling housing needs. The provided facilities support various activities, making the apartment function beyond mere living quarters.

Each unit in Grand Dhika City Lifestyle Jatiwarna comes in various types and is priced according to its Place and building quality. However, the prices remain relatively competitive and accessible to prospective buyers. According to Syarifudin, Mandey, and Tumbunan (2022), consumers tend to opt for higher prices when there is a noticeable difference in quality. Various factors must be considered before purchasing a residence. Even after identifying the factors influencing their decision, potential buyers evaluate their choices by gathering information on other housing options for comparison particularly regarding Place, price, and product quality to ensure they make the right decision. This phenomenon is also observed by researchers, as it may impact the low purchase decision rate for apartment units. This study will analyze this phenomenon through visible indicators and data on apartment unit sales at Grand Dhika City Lifestyle Jatiwarna, as presented in Table 1.

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Table 1 Recapitulation of Apartment Unit Sales Data (Qty)

No	Month	2021	2022	2023	Qty Growth 2021 to 2022	%	Qty Growth 2022 to 2023	%
1	Jan	2	2	0	0	0	-2	-100
2	Feb	4	4	0	0	0	-4	-100
3	Maret	4	1	1	-3	-75	0	0
4	Apr	3	3	0	0	0	-3	-100
5	May	0	1	2	1	100	1	100
6	Jun	2	2	0	0	0	-2	-100
7	Jul	2	2	2	0	0	0	0
8	Agt	5	1	2	-4	-80	1	-100
9	Sep	2	1	1	-1	-50	0	0
10	Okt	3	2	1	-1	-33	-1	-50
11	Nov	1	1	1	0	0	0	0
12	Des	0	1	1	1	100	0	0
	Total	28	21	11	-7	-25	-10	-48
	Rata-Rata	2,33	1,75	0,92	-0,58	-2,08	-0.83	-3,97

Source: Sales Report of the Marketing Division, Grand Dhika City Lifestyle Jatiwarna, Bekasi City, 2023.

According to the information presented in Table 1.1, there has been a decline in sales from 2021 to 2023, and the sales take-up rate compared to competitors remains relatively low. After the COVID-19 pandemic, CNN Indonesia (2024) reported that apartment investment is no longer attractive, as consumers are now more interested in financial instrument investments. Therefore, a well-targeted marketing strategy is needed. To design an effective marketing strategy in a situation where apartment sales are declining and consumer interest has shifted toward financial investment instruments, the marketing mix approach can be utilized. According to Napitupulu, Topiomas, and Tobink (2021), the marketing mix is an instrument used to evaluate a company's marketing effectiveness, aiming to satisfy the targeted market segment or consumers. Referring to Jerome McCarthy (1968), as cited by Syarifudin, Mandey, and Tumbunan (2022), there are four key components of the marketing mix, namely Place, Price, Promotion, and Product.

According to Razak, Wibowo, and Reztrianti (2023), Place involves various marketing activities aimed at ensuring that the produced or marketed products are accessible and available to the target market. Place also serves as a showcase area for displaying offered products, allowing buyers to see firsthand the type, quantity, and price of the products. The developer of Grand Dhika City Lifestyle Jatiwarna strategically selected its Place to facilitate consumer access by considering visibility factors and transportation convenience. Beyond proximity to potential consumers, additional aspects to consider when selecting a business Place include an environment conducive to business operations, such as security, parking availability, and spacious surrounding areas. A Place is considered highly strategic and valuable if it is situated in an area that provides significant benefits or advantages for consumers. Research conducted by Prasetyo, A., Amsar, and Tyoso (2023) indicates that Place plays a major role in purchase decisions.

Aside from Place, another crucial factor influencing consumer decisions is the price offered by the developer. According to Saparso (2021), price is defined as the amount of money that must be paid to acquire a desired product or service. Furthermore, Saparso (2021) states that high or low price levels significantly impact consumers' quality perception, which, in turn, shapes a brand or product's image. Therefore, price plays a vital role in presenting value, brand image, and maximizing profits for business sustainability.

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Table 2 Selling Prices of Apartments Around the Project

No	Apartment	Type	Area	Unit Price excl. VAT Cash	Unit Price excl. VAT KPA	Price per m² excl. VAT Cash	Price per m² excl. VAT KPA	Information Construction
Proyek Apartemen								
1	Anwa Residence	Studio	18.76	380,000,000	440,000,000	20,255,864	23,454,158	Land Clearing
			21	428,500,000	498,500,000	20,404,762	23,738,095	
		1 BR	30	640,600,000	710,600,000	21,353,333	23,686,667	
							23,626,307	
2	Arkamaya	Studio	20.42	342,162,162	362,162,162	16,756,227	17,735,659	Kontruksi
		2 BR	38.67	641,922,541	680,592,072	16,637,136	17,607,635	
							17,671,647	
3	Pakuwon Residence - Amor	Sudio	27	675,675,676	720,720,721	25,025,025	26,693,360	Topping off
		2 BR	58.8	1,576,576,577	1,621,621,622	26,812,527	27,578,599	
							27,135,980	
4	Megacity	Studio	21.96	390,000,000	436,480,000	17,759,563	19,876,138	
		2 BR	48.75	935,600,000	1,049,745,000	19,191,795	21,533,231	
							21,739,000	
Apartemen Eksisiting								
5	Thamrin Distric	Studio	21.25	488,513,514	518,513,514	22,988,871	24,400,636	Ready Stock
		2 BR	37	804,750,000	869,500,000	21,750,000	23,500,000	
							23,950,318	
6	Urbano	Studio	21.41	358,378,378	378,378,378	16,738,831	17,672,974	Ready Stock
			22.09	366,486,486	386,486,486	16,590,606	17,495,993	
		1 BR	31.42	538,063,063	563,063,063	17,124,859	17,920,530	
		2 BR	38.1	632,657,658	657,657,658	16,605,188	17,261,356	
							17,587,713	
7	Transpark Juanda	Studio	21.94	396,216,216	416,216,216	18,059,080	18,970,657	Ready Stok
		2 BR	51.38	918,468,477	968,468,477	17,875,992	18,849,133	
							18,909,895	
13	LRT City Jatibening-B	Studio	24.54	590,500,000	620,500,000	24,062,755	25,285,249	
		1 BR	36.6	870,000,000	920,000,000	23,770,492	25,136,612	
							25,210,930	
	Tower C NUP	Studio	24.54		450,450,450	-	18,355,764	
14	LRT City Ciracas	Studio	24.54	524,300,000	554,300,000	21,365,118	22,587,612	Finishing
		1 BR	36.6	786,700,000	836,700,000	21,494,536	22,860,656	
							22,724,134	
15	Sakura Garden city	Studio	29.9	659,009,009	693,693,694	22,040,435	23,200,458	Ready Stok
		1 BR	49.4	1,140,612,613	1,212,612,613	23,089,324	24,546,814	
							23,873,636	
16	Grandhika City Jatiwarna	Studio	20	315,000,000	330,000,000	15,750,000	16,500,000	Ready Stok
			24	370,000,000	400,000,000	15,416,667	16,666,667	
		2 BR	51	800,000,000	840,000,000	15,686,275	16,470,588	
							16,545,752	

Source: Sales Report of the Marketing Division, Grand Dhika City Lifestyle Jatiwarna, 2023.

Based on Table 2, the selling price at Grand Dhika City Jatiwarna is the lowest compared to its competitors. Every pricing decision has a significant impact on various operational aspects of the company, both in terms of sales activities and the profit targets that the company aims to achieve (Napitupulu, Tapiomas, and Tobink, 2021). The pricing process involves aligning the product with the target market while also considering the needs, desires, and expectations of customers. Incorrect pricing decisions can negatively affect business performance. Previous research supports this, showing that price has a significant impact on purchase decisions (Kumala and Anwar, 2020).

Another factor that influences purchase decisions is the product quality provided by the company. According to Saparso (2021), a high-quality product is one that is trusted by consumers because it has advantages such as better performance, affordability, usefulness, brand recognition, reliability, and other positive attributes compared to

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competing products. In other words, even if a company claims that its product has undergone "a highly efficient production process," if it fails to meet consumer expectations, the product may still be perceived as low quality. Therefore, product quality should be evaluated based on the extent to which the product provides the desired benefits to buyers through its physical attributes.

The developer of Grand Dhika City Lifestyle Jatiwarna consistently strives to deliver the best product quality, as they believe that product quality plays a crucial role in business development. When consumers receive high-quality products that meet established standards, they feel satisfied and are more likely to repurchase. A previous study by Syahri, Putrid, and Syahyuni (2022) indicates that product quality has a significant impact on purchase decisions. In other words, all companies must continuously strive to maintain and improve product quality to meet the standards and expectations of their customers.

Another crucial factor influencing purchase decisions is promotion or marketing communication. According to Arman (2022), promotion is a marketing communication method that involves various company activities aimed at delivering information and introducing products to the target market. Promotion not only serves to introduce a product to potential consumers but also helps provide detailed information, build a positive brand image, and offer attractive incentives to encourage purchase decisions. By utilizing various promotional tools such as digital advertising, discount programs, virtual exhibitions, and collaborations with influencers, developers can create strong consumer appeal and increase consumer trust. As previous research has shown, each product has unique characteristics, requiring adjustments in communication strategies, media selection, and resource alPlace (Martha and Nurhastuti, 2017).

The purchase decision-making process begins with identifying the product to be sold. According to Prihananto et al. (2018), as cited by Manap et al. (2021), companies need to implement various strategies to influence customers' purchase decisions regarding the products and services they offer. This includes efforts to increase brand awareness and ensure that their products and services are visible and well-presented to potential buyers who need them. Given that today's customers have access to extensive references when choosing products and services, companies must be able to compete by offering a clear and compelling value proposition.

Table 3 Hot Prospect and Sales Data

Bulan	2021			2022			2023		
	Database (Unit)	Penjualan (Unit)	%	Database (Unit)	Penjualan (Unit)	%	Database (Unit)	Penjualan (Unit)	%
Jan	6	2	33%	8	2	25%	12	0	0%
Feb	8	4	50%	4	4	100%	11	0	0%
Mar	8	4	50%	22	1	5%	14	1	7%
Apr	13	3	23%	16	3	19%	11	0	0%
Mei	14	0	0%	14	1	7%	14	2	14%
Jun	8	2	25%	21	2	10%	3	0	0%
Jul	15	2	13%	15	2	13%	4	2	50%
Agt	16	5	31%	11	1	9%	22	2	9%
Sep	13	2	15%	8	1	13%	13	1	8%
Okt	12	2	17%	21	2	10%	12	1	8%
Nov	14	1	7%	24	1	4%	18	1	6%
Des	20	1	5%	15	1	7%	13	1	8%
Total	**147**	**28**	**19%**	**179**	**21**	**12%**	**147**	**11**	**7%**

Source: Sales Report of the Marketing Division, Grand Dhika City Lifestyle Jatiwarna, 2023.

Based on Table 3, during the period from 2021 to 2023, there was a significant decline in the conversion rate percentage from hot prospects in the database to successful unit sales. This decline indicates that although the number of identified prospects remained high, the company's ability to convert these prospects into actual sales has continued to decrease each year.

FORMULATION OF THE PROBLEM

To clarify the topic and the problem being studied, based on the explanation in the background of the problem, the existence of problem phenomena that become a reference for research, namely:

1. There is a decrease in sales levels from the range of 2021 to 2023.
2. The take-up rate of sales among the surrounding apartment projects is among the lowest, although with the lowest price level among the surrounding projects.

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3. Decrease in the success rate of converting from a database of hot prospects into successful unit sales from the range of 2021 to 2023.
4. Factors such as location, price perception, product quality and promotion greatly impact purchasing decisions.
   From the above phenomenon, the research questions formulated in this study are as follows:
1. How does location, price perception, product quality, and promotion influence consumers ' purchasing decisions for apartment occupancy in the Grand Dhika City Lifestyle area?
2. What strategies can be implemented by PT. Adhi Persada Properti to increase sales of apartment units in the Grand Dhika City Lifestyle Jatiwarna Area, based on an analysis of these factors?

LITERATURE REVIEW AND MODEL DEVELOPMENT
Influence Between Research Variables
Influence of location on purchasing decisions

Location is one of the important elements in the decision to purchase property, especially apartments. A strategic location can increase property value and facilitate access to various public facilities such as transportation, shopping centers, schools, and hospitals. According to Kotler and Armstrong (2018), a good location will increase the perception of the value of the products offered. This is reinforced by the results of Sari and Haryono's (2021) research which shows that location has a positive and significant influence on apartment purchase decisions. Consumers tend to consider ease of access and the surrounding environment before making a purchase. Therefore, the hypotheses in this study are:

H1: location has a positive influence on the decision to purchase an apartment Unit.

Influence of price perception on purchasing decisions

Price perception is a consumer evaluation of the conformity between the price of the product with the benefits received. Consumers not only consider the nominal price, but also the extent to which the price reflects the value or quality of the product (Zeithaml, 1988). In the context of property, a competitive price and in accordance with the facilities offered will drive the purchase decision. Research conducted by Dewi and Rachmawati (2022) shows that a positive perception of price affects consumer decisions in buying apartment units. Therefore, the hypothesis was formulated:

H2: price perception has a positive influence on the purchase decision of apartment units.

Influence of product quality on purchasing decisions

Product quality describes the extent to which a property meets consumer expectations and needs, including the physical aspects of the building, design, materials, and supporting facilities. According to Garvin (1987), product quality consists of various dimensions such as performance, features, reliability, and durability. Products with good quality will increase consumer confidence and encourage the intention to buy. Research by Nugroho and Susanto (2023) shows that product quality has a significant effect on purchasing decisions, especially in the property sector. Thus, the hypotheses in this study are:

H3: product quality has a positive influence on the purchase decision of apartment units.

Influence of promotions on purchasing decisions

Promotion is a marketing communication tool that companies use to inform, persuade, and remind consumers of the products offered. According to Kotler and Keller (2016), effective promotional strategies can shape positive perceptions and accelerate consumer decision-making processes. In the property sector, attractive and informative promotions can increase consumer interest in products. Research by Hasanah and Widodo (2021) shows that promotion has a significant effect on property purchase decisions. Therefore, the hypotheses proposed are:

H4: promotion has a positive influence on the decision to purchase an apartment Unit.

Influence of location, price perception, product quality, and promotion on purchasing decisions

Purchasing decisions are influenced by a variety of interrelated factors, including location, price perception, product quality, and promotion. According to the theory of consumer behavior (Schiffman & Kanuk, 2007), purchasing decisions are the result of a comprehensive evaluation of product attributes that are considered important by consumers. The study by Yulianto and Hartono (2023) shows that all four factors simultaneously have a significant effect on property purchase decisions. Therefore, the final hypothesis in this study is:

H5: location, price perception, product quality, and promotion simultaneously have a positive influence on the purchase decision of an apartment Unit.

Framework

Based on some references from the literature review, the following research framework is below.
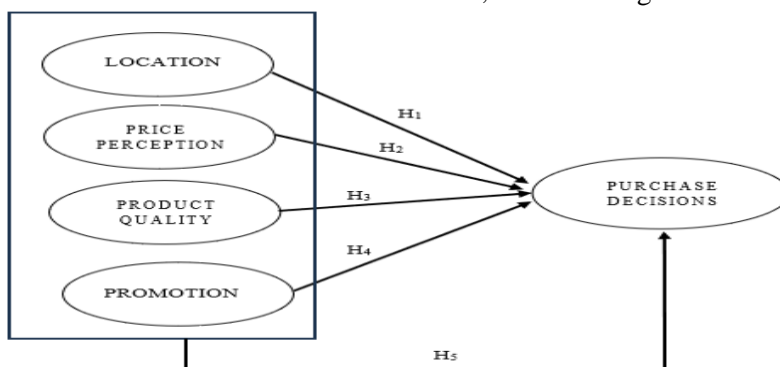

Figure 1. Frame Of Mind

RESEARCH METHODOLOGY
Types and sources of research Data
Data Type

In this study, the type of data-based research is descriptive quantitative research, which uses a deductive approach and is categorized as causal research. Descriptive research aims to collect information about the condition of a phenomenon at the time of the study, without attempting to make a generalized statement (Hikmawati, 2020). In this study, descriptive quantitative methods are utilized to address research problems and obtain in-depth information about a particular phenomenon through a quantitative approach.

Data Sources
Primary Data

Primary Data in this study were obtained directly from respondents through the distribution of questionnaires to buyers of apartment units in the Grand Dhika City Lifestyle Jatiwarna area, Bekasi city. The questionnaire was prepared based on the indicators of each research variable, namely location, price perception, product quality, promotion, and purchase decisions. Primary Data aims to obtain information that is specific and relevant to the purpose of research.

Secondary Data

Secondary Data in this study were obtained from various sources that support and complement the primary data. Secondary data sources include apartment sales reports from the GDCL Marketing Team, internal company documents, literature from scientific journals, textbooks, and articles related to research variables

Population and sample
Population

The population in this study is all customers who have purchased apartment units in the Grand Dhika City Lifestyle Jatiwarna area, Kota Bekas. Based on data from the Gdcl Marketing team, until December 2023, the total units that have been sold and up to receive are as many as 413 units.

Sample

Atotal of 362 individual buyers. Sempel Data distributed by the number of respondents who are willing to answer as many as 80 respondents. So that the data is processed as many as 80 respondents.

Data Analysis Techniques

Analysis was conducted using multiple regression method with the help of sofwhare SPSS 26.00 to examine the effect of location, price perception, product quality, promotion, and purchase decisions.

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RESULTS OF DATA ANALYSIS AND DISCUSSION
Data Analysis Results

Grand Dhika City Lifestyle is a modern residential area located in Jatiwarna, Kota Bekasi, and has become a popular choice in the region. This development offers an apartment living concept with complete modern facilities, designed to provide comfort and convenience for its residents. The apartment units in this area have unique features, including attractive designs, comprehensive amenities, and a highly strategic Place.

Grand Dhika City Lifestyle is situated in Jatiwarna, Kota Bekasi, with excellent accessibility. The area is directly connected to major roads, such as Jalan Raya Jatiwarna and the Jakarta-Cikampek toll road, making it easier for residents to reach key Places in Jakarta and the surrounding areas.

Description Of Respondents By Gender

The frequency distribution of respondents' ages as consumers who have purchased apartment units in the Grand Dhika City Lifestyle Jatiwarna area, Kota Bekasi, is presented in Table 4.

Table 4 Description of Respondents Based on Ages

No.	Age	Frequency	Percentage
1	17-30-30 Years	11	13,7%
2	31-40-40 Years	11	13,7%
3	41 - Years	19	23,75%
4	51-60-60 Years	31	38,75%
5	61-80-80 Years	8	10%
Total		80	100%

Source: Primary data, 2024.

Table 4 presents the distribution of respondents according to age groups. The largest proportion of respondents is found in the 51–60 years age group, totaling 31 respondents or 4% of the sample. This indicates that individuals within this mature age range are the most dominant in terms of purchasing apartment units in the Grand Dhika City Lifestyle Jatiwarna area. The next most prominent group is those aged 41 years and above (though the upper age limit is unspecified), with 19 respondents or 3%. Respondents aged 17–30 years and 31–40 years each contribute 11 individuals, which respectively represent 3% and 4% of the sample. Meanwhile, the 61–80 years group is the smallest, comprising only 8 respondents or 1%.

Description Of Respondents By Gender

The frequency distribution of gender respondents as customers who have purchased units in Grand Dhika City Lifestyle apartment Jatiwarna Bekasi city is presented in Table 5.

Table 5 Description Of Respondents By Gender

No.	Gender	Frequency	Percentage
1.	Male	40	50%
2.	Female	40	50%
Total		80	100%

Source: primary Data, 2024

Based on Table 5. out of a total of 80 respondents, the number of men and women was distributed equally, with 40 people each. The percentage for both sexes is 50%, indicating that these two groups have equivalent figures in the study. This balanced division allows a more objective analysis of the data in the absence of superiority of one sex. It also shows that the study considered the viewpoints of both gender groups fairly.

Classical Assumption Test

Normality test is presented as follows:

Table 6 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		80
Normal Parameters[a,b]	Mean	0.0000000
	Std. Deviation	1.38102361

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Most Extreme Differences	Absolute	0.097
	Positive	0.097
	Negative	-0.054
Test Statistic		0.097
Asymp. Sig. (2-tailed)		0.061
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Primary data, 2024.

The normality test presented in Table 6, conducted using the One-Sample Kolmogorov-Smirnov Test, utilized a sample size of 80 data points. The normality parameters indicate that the mean result is 0.0000000, with a standard deviation of 1.38102361. The most extreme difference in data distribution shows an absolute value of 0.097, with a positive value reaching 0.097 and a negative value of -0.054.

The obtained test statistic value is 0.097, while the significance value (Asymp. Sig. (2-tailed)) is recorded at 0.061. Since the significance value is higher than the 0.05 significance level, the residual data follows a normal distribution. Therefore, the normality assumption in this study meets the criteria for a normal distribution.

Table 7 Multicollinearity Test

Coefficientsᵃ			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Place	0.503	1.989
	Price Perception	0.313	3.194
	Product Quality	0.253	3.953
	Promotion	0.249	4.013
a. Dependent Variable: total_purchase decisions			

Source: Primary data, 2024.

The multicollinearity test results presented in Table 7 indicate that all independent variables used in this study—Place, Price Perception, Product Quality, and Promotion—have a Tolerance value greater than 0.1 and a Variance Inflation Factor (VIF) value below 10. The Place variable has a Tolerance value of 0.503 and a VIF of 1.989, Price Perception has a Tolerance of 0.313 and a VIF of 3.194, Product Quality shows a Tolerance of 0.253 and a VIF of 3.953, while Promotion has a Tolerance value of 0.249 and a VIF of 4.013.

The findings of this study indicate that there is no multicollinearity among the independent variables in the analyzed model. In other words, each independent variable is autonomous and does not exhibit excessively strong correlations with one another. This condition suggests that the applied regression model can be further analyzed and that the resulting estimations can be considered valid and reliable.

Table 8 Heteroscedasticity Test

Coefficientsᵃ						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-0.042	1.009		-0.042	0.967
	Place	0.041	0.030	0.215	1.399	0.166
	PricePerception	-0.064	0.040	-0.318	-1.627	0.108
	ProductQuality	0.099	0.054	0.398	1.835	0.070
	Promotion	-0.061	0.037	-0.360	-1.646	0.104
a. Dependent Variable: Abs_RES						

Source: Primary data, 2024.

The heteroscedasticity test results in Table 8 show that all independent variables have a significance value (Sig.) exceeding 0.05. This indicates that there is no significant relationship between the independent variables (Location, Price Perception, Product Quality, and Promotion) and the resulting residual values. In other words, the analysis results confirm that the regression model does not exhibit heteroscedasticity issues. The significance values for each variable are as follows: Location at 0.166, Price Perception at 0.108, Product Quality at 0.070, and

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Promotion at 0.104. Since all values are above the 0.05 significance threshold, it can be interpreted that the residual variance is homogeneous (homoscedasticity), meaning that the basic assumption of linear regression is met. This demonstrates that the regression model can be effectively used to determine the relationship between independent and dependent variables without bias caused by heteroscedasticity.

Hypothesis Test
t-Test (Partial Influence)

Table 9. Multiple Linear Regression Analysis

Coefficientsa						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.500	1.567		0.957	0.341
	Place	-0.006	0.046	-0.009	-0.133	0.895
	PricePerception	0.050	0.061	0.066	0.813	0.419
	ProductQuality	0.148	0.084	0.160	1.769	0.081
	Promotion	0.461	0.057	0.733	8.036	0.000
a. Dependent Variable: PurchaseDecision						

Source: Primary data, 2024.

The t-test presented in Table 9. illustrates the partial influence of each independent variable on the dependent variable (purchase decision). The following is an explanation of each variable:

1. The unstandardized coefficient for the place variable is -0.006, with a t-value of -0.133 and a significance (p-value) of 0.895. Since the p-value is greater than 0.05, the null hypothesis cannot be rejected, meaning that the location variable does not have a significant influence on the purchase decision.
2. The unstandardized coefficient for the price perception variable is 0.050, with a t-value of 0.813 and a p-value of 0.419. Since the p-value is greater than 0.05, the null hypothesis is accepted, indicating that the price perception variable also does not have a significant influence on the purchase decision.
3. The unstandardized coefficient for product quality is 0.148, with a t-value of 1.769 and a p-value of 0.081. Since the p-value is greater than 0.05, the null hypothesis is accepted, showing that product quality does not have a significant influence on the purchase decision.
4. The unstandardized coefficient for promotion is 0.461, with a t-value of 8.036 and a p-value of 0.000. The very low p-value (less than 0.05) indicates that promotion has a significant impact on the purchase decision.

F-Test (Simultan Influence)

Table 10 ANOVA Test

ANOVAa						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	819.529	4	204.882	101.985	.000b
	Residual	150.671	75	2.009		
	Total	970.200	79			
a. Dependent Variable: PurchaseDecision						
b. Predictors: (Constant), Promotion, Place, PricePerception, ProductQuality						

Source: Primary data, 2024.

Based on Table 10, which presents the results of the F-Test (Simultaneous Influence), it can be seen that the F-test is used to evaluate the collective influence of the independent variables on the dependent variable, namely the purchase decision. This table provides the ANOVA results, showing an F-value of 101.985 and a significance value (Sig.) of 0.000, which is below the 0.05 significance level. This indicates that, collectively, the independent variables—promotion, place, product quality, and price perception—have a significant impact on the purchase decision. Additionally, the sum of squares for regression is recorded at 819.529, indicating the extent of data variation explained by the regression model, while the residual sum of squares is 150.671, representing the variation not explained by the model. This developed regression model can account for a substantial portion of the variation in purchase decisions, as evidenced by the high F-value and highly significant p-value.

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Model Coefficient of Determination

Table 11 Coefficient of Determination

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.919[a]	0.845	0.836	1.417
a. Predictors: (Constant), Promotion, Place, PricePerception, ProductQuality				
b. Dependent Variable: variable_PurchaseDecision				

Source: Primary data, 2024.

In Table 11, the coefficient of determination (R^2) for the regression model is recorded at 0.845. This indicates that approximately 84.5% of the variance in purchasing decisions is explained by the independent variables included in the model, namely promotion, place, product quality, and price perception. This figure demonstrates that the model is highly effective in capturing the relationship between these variables and purchasing decisions. Additionally, the Adjusted R^2 value of 0.836 accounts for the number of independent variables in the model, suggesting that despite the presence of multiple variables, the model maintains a high level of goodness of fit. The Standard Error of the Estimate, which stands at 1.417, reflects the degree of deviation between the model's predictions and the actual data. A lower value of this metric indicates that the model provides more accurate predictions of the dependent variable.

Discussion

Influence of location on purchasing decision

The results showed that the location variable does not significantly affect the purchase decision, with a coefficient value of -0.006 and significance of 0.895 (> 0.05). This finding contradicts the marketing theory which states that location is one of the important factors in a consumer's decision to buy a property (Kotler & Keller, 2016). This unsignificance can be caused by the perception of consumers that the location of GDCL already meets the minimum standards of accessibility and comfort, so it is not a dominant distinguishing factor in decision making.

Influence of price perception on purchasing decisions

Hasil Regression results for price perception is 0.050 with a significance value of 0.419 (> 0.05), which means that the perception of price has no significant effect on purchasing decisions. This indicates that consumers do not solely consider the price aspect when deciding to buy an apartment unit. In the context of property, price is often valued in relation to the value or benefits gained, such as amenities, security, and investment potential. Therefore, even if the price is affordable, if it is not accompanied by a high perception of value, the consumer may not be encouraged to make a purchase.

Influence of product quality on purchasing decisions

Product quality showed a positive but not significant influence on purchasing decisions, with a coefficient of 0.148 and a significance value of 0.081 (> 0.05). This shows that although product quality is considered important by consumers, it is not yet strong enough to be a major factor in purchasing decisions in the region. Another possibility is that all available units already have relatively uniform quality standards, so buyers do not make quality a differentiating variable.

Influence of promotions on purchasing decisions

Promotion has a significant influence on purchasing decisions, with the highest coefficient of 0.461 and a significance value of 0.000 (< 0.05). This confirms that the promotion strategy undertaken by PT. Adhi Persada Properti is effective in encouraging consumers to buy apartment units in the GDCL jatiwarna area. This finding is in line with previous research that states that targeted promotions are able to form positive consumer perceptions, increase awareness, and accelerate purchasing decisions (Kotler & Armstrong, 2018). Forms of promotion such as discounts, property exhibitions, ease of payment schemes, or gift offers are significant attractions for potential buyers.

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Conclusion

Based on the results of data analysis conducted in the previous chapter, the following conclusions can be drawn:

1. The hypothesis that the place variable has a significant impact on purchasing decisions is rejected, meaning that location is not a key determining factor for consumers when deciding to purchase an apartment in the area.
2. The hypothesis that the price perception variable has a significant impact on purchasing decisions is rejected, indicating that price does not serve as a crucial aspect in determining customers' decisions to purchase an apartment in the area.
3. The hypothesis that the product quality variable significantly affects purchasing decisions is rejected. This suggests that product quality does not have a significant impact on the decision to purchase an apartment in Grand Dhika City Lifestyle.
4. The hypothesis that the promotion variable significantly influences purchasing decisions is accepted. This confirms that promotion has a significant impact on the decision to purchase an apartment in Grand Dhika City Lifestyle.
5. The variables of place, price perception, product quality, and promotion collectively influence purchasing decisions for apartments in Grand Dhika City Lifestyle, supporting the acceptance of the hypothesis.

Managerial Implementation

The results of this study provide a number of strategic implications that can be implemented by the management of PT. Adhi Persada Properti:

1. Focus on promotional strategies kif promotional variables are proven to have a significant effect on purchasing decisions, companies need to improve the quality and intensity of promotions carried out, both online and offline. More interesting and relevant promotions can increase the interest of potential buyers.
2. Evaluationof location, price, and product mstrategy although the variables of location, price perception, and product quality do not show a significant effect, it does not mean that these aspects can be ignored. Management needs to conduct a follow-up evaluation of location positioning, pricing strategies, and product advantages to ensure it remains competitive.
3. Rememberthat themajority of buyers are in the middle and upper ages, companies can design marketing campaigns that better suit the needs and preferences of that age segment, for example by offering easy financing or post-sales services.

Research Limitations

The limitations in this study are as follows:

1. The limited sampleof this study only involved 80 respondents from one apartment project location, so the generalization of the results to other property projects is still limited.
2. The variables studied pin this study only use four independent variables, namely location, price perception, product quality, and promotion. There are many other factors that have the potential to influence purchasing decisions, such as brand image, customer service, and ease of transportation access.
3. Quantitative design, thequantitative approach used has not delved deeply into the motivations, perceptions, and subjective preferences of consumers in buying apartments.

Upcoming Research Agenda

Based on the limitations of this study, it is expected that future research:

1. Site and sample expansion: conduct similar studies in different apartment projects from different developers to obtain more general results.
2. Adding variables: add other variables such as brand image, customer loyalty, ease of access, or lifestyle preferences to gain a more comprehensive understanding.

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