

# **The Influence Of Price, Facilities, And Location To Purchase Decision**

**(Case Study Of Property Purchase In Grand Nusa Indah Block J, Cileungsi At PT. Kentanix Supra International)**

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**Abstract** - The purpose of this research is to find out the effect of prices, facilities and location together with the decision of property purchase in Grand Nusa Indah Block J, Cileungsi. This research using a Random Sampling technique with a path analysis method of SPSS 25.00. Data collection using a questionnaire. The sample in this research used 120 respondents. Data analysis using the coefficient of determination and hypothesis testing. The results of the research prove that the partially direct effect of prices have a positive and significant effect on the decision of property purchase in Grand Nusa Indah Housing Block J, Cileungsi. Partially, the facilities have a positive and significant effect on the decision of property purchase in Grand Nusa Indah Housing Block J, Cileungsi. Partially, the location has a positive and significant effect on the decision of property purchase in Grand Nusa Indah Housing Block J, Cileungsi. In a model/simultaneous price, facilities and location have a positive and significant effect on the decision of property purchase in Grand Nusa Indah Housing Block J, Cileungsi by 38% while the remaining 62% is influenced by other variables outside this research.

**Keywords:** Price, Facilities, Location, and Purchase Decision

## **I. INTRODUCTION**

In the residential property business, the house is one of the basic human needs, apart from food and clothing. Therefore, it is only natural for humans to try to meet the necessities of life for a home. Housing has an important function and role in human life. The condition of housing in a place reflects the standard of living, welfare, personality, and human civilization of the inhabitants. The availability of facilities at each place of business has now become an important role in attracting consumer buying interest. The more complete the facilities provided, the more satisfied the consumer will be and he will make repeated purchases. With facilities that are felt to accommodate consumers will feel well served. Even so, a friendly attitude in service is still important.

Determination of location is very useful for the continuity of doing business, where location can influence purchasing decisions. With a location that supports and is easily accessible, it will be more popular with consumers because that way they are easy to find.

Housing is a basic and important need for the community, many housing developers are currently intensively carrying out development in developing locations or strategic locations. In connection with that, there are many potential buyers who need information on the desired housing and location according to the needs of each prospective buyer.

The demand for housing is influenced by factors including location, population growth, income, ease of funding, facilities and public facilities. In addition, it is also influenced by market prices, consumer tastes and laws and regulations. Along with the lifestyle or the lifestyle of a dynamic modern society, it is more likely to need a house with various facilities such as sports facilities (club house), security, recreation in an area with a one-door access system or also called a cluster.

## **II. LITERATURE REVIEW**

### **2.1. Research Review**

This first research by Muhammad Taufik Ranchman Ali, Khuzaini (2017). *Journal of Management Science and Research*, Volume 6, Number 9, September 2017, ISSN: 2461-0593 with the title "the effect of price, product quality, location, and facilities on home purchasing decisions". The purpose of this study was to determine the effect of price, product quality, location, and facilities variables on the House Purchase Decision at PT Bhummi Kartika Griya Persada. This type of research is quantitative research. The sampling technique used accidental sampling technique with a total sample of 98 consumers who bought a house at PT Bhummi Kartika Griya Persada. The regression equation in this study is multiple linear regression which is used to test the effect of independent variables on the dependent variable. The goodness of fit test results show that price, product quality, location, and facilities are explanatory variables of the purchase decision. The results of hypothesis testing show that the price variable has a significant effect on purchasing decisions, the product quality variable has a significant effect on purchasing decisions, the location variable has a significant effect on purchasing decisions, the facilities variable has a significant effect on purchasing decisions. The variable that has the dominant effect on purchasing decisions is price.

This second research by Deisita Memah, Altje Tumbel, Paulina Van Rate (2015). *EMBA Journal*, Vol. 3, No.1 March 2015, pp. 1263-1273, ISSN 2303-1174 with the title "analysis of promotion strategies, prices, location, and facilities on the decision to buy a house in Citraland Manado". The purpose of this research is that the increasing market demand for luxury housing is offset by the increase which has an influence on consumer purchasing behavior. The sales of Citraland Manado houses from 2012-2014 have decreased. The decrease in the number of sales was caused by declining home purchase decisions. The purpose of this study was to determine the effect of promotional strategies, location prices and facilities on the decision to buy a house in Citraland Manado simultaneously and partially. This type of research used in the associative. The study population was 351 home buyers in Citraland during the last 3 years and a sample of 78 respondents who were drawn through the Slovin technique. The results showed that simultaneously the promotional strategy variables, price, facilities and location had a significant effect on the decision to buy a house in Citraland Manado. Partially, the promotion strategy and facilities do not have a significant effect and the price and location have a significant effect on the decision to buy a house in Citraland Manado. Management at Citraland should pay attention to the price and location factors and contribute significantly to the decision to buy a house at Citraland Manado.

The third research by Grace Marleen Wariki, Lisbeth Mananeke, Hendra Tawas (2015). *EMBA Journal*, Vol. 3, No.2 June 2015, p. 1073-1085, ISSN 2303-1174 entitled "the influence of the promotion mix, price and location perceptions on purchasing decisions and

consumer satisfaction in the metropolitan manado tamansari housing". The purpose of this research is that company management is very important to understand the promotional mix used, the perception of consumer prices for products and locations, especially in terms of attracting consumer attention and determining purchasing decisions. After the purchase decision, it will be reviewed in terms of customer satisfaction, which is an important and main aspect of the course of marketing. This study aims to analyze the effect of promotion mix, price and location perceptions on purchasing decisions and customer satisfaction at the Tamansari Metropolitan Manado Housing. The analysis method used is path analysis. The study population amounted to 218, the sample amounted to 135 respondents. The results showed that the promotion mix had a positive and significant effect on purchasing decisions and customer satisfaction. Price perceptions have a negative effect on purchasing decisions and customer satisfaction. Location has a positive and significant effect on purchasing decisions and negatively on consumer satisfaction. It is better if management pay attention and increase the company's promotional mix on purchasing decisions to maintain customer satisfaction.

The fourth research by Heni Wijayanti, Christina Menuk Sri Handayani (2015). Economy Magazine ISSN 1411-9501: Vol XX No. 1 entitled "the influence of location, price, product quality, and promotion on the decision to purchase the house of Surodinawan Grandsite at Pt.dwi Mulya Jaya Mojokerto". The purpose of this study was to determine the effect of location, price, product quality and promotion on the purchase decision of the Surodinawan Grand Site house at PT. Dwi Mulya Jaya Mojokerto. The population in this study were 110 consumers, using random sampling the sample was determined as many as 52 consumers. The data were collected through a questionnaire and then analyzed using Multiple Linear Regression. The results of the analysis show that the Fcount value is 29,784 sig at 0,000 which states that there is an influence between location, price, product quality and promotion on purchasing decisions. While the t test shows that each variable has an effect on purchasing decisions with the value of the tcount for the location of 2.095 tsig 0.0420, t<sub>count</sub> for the price of 3.104 tsig 0.003, t<sub>count</sub> for product quality 2.505 tsig 0.016 and t<sub>count</sub> for promotion 2.501 tsig 0.016. Therefore, it can be concluded that the purchasing decision can be influenced by the variables of Location (X1), Price (X2), Product Quality (X3) and Promotion (X4) of 71.7 percent, while the remaining 28.3 percent is influenced by other variables outside the variables researched. For this reason, the company needs to maintain the stability of the price offered, especially on items that pay interest rates that are not too high, because prices have a dominant effect on purchasing decisions. These results can also be used as a reference for other developers and the government in realizing PP No.41 of 1996 concerning the provision of houses for the community.

The fifth research by Elina Monica (2018). International Journal of Social Science and Business, Vol 2, Number 3, Tahun 2018, pp. 141-149, P-ISSN: 2614-6533 E-ISSN: 2549-6409 entitled "The Influence of Price, Location, Building Quality and Promotion on Buying Interest in Taman Safira Bondowoso Housing". The purpose of this study was to determine the effect of price, location, building quality and promotion partially on buying interest in Taman Safira housing. The population in this study were all customers or users of Taman Safira housing. The sample size is determined by the Slovin formula, and a sample of 67 respondents was obtained. Hypothesis testing is done using multiple linear regression analysis. The results obtained in this study indicate that price, location, building quality and promotion have a positive and significant effect on buying interest. The result of determination coefficient analysis shows that 77,9% purchase interest is influenced by price, location, building quality and promotion. While the remaining 22.1% is influenced by other variables outside the model.

The sixth research by Sabina Żrobek, Maria Torjanek and Sokolnik (2015), Journal of International Studies, Vol. 8, No.3, 2015, pp. 164-174. ISSN: 2071-8330, University of Warmia and Mazury in Olsztyn, Poland, with the title "The influence of environmental factors on property buyers'choice of residential location in Poland". The aim of this study is to identify the factors

responsible for the choice of Polish property where the buyer resides, including single-family homes and apartments. Analysis of consumers' residence preferences based on their personal experiences supports a more reliable evaluation of individual attributes of residential location. This study reviewed the existing literature on the subject and analyzed primary data collected using the computer-assisted web-interviewing method (CAWI). The questionnaire developed by the author was filled in by 269 citizens consisting of three Polish Territories. Respondents evaluated the quality of the environment in which they lived and identified environmental factors that could affect their health. The data is processed statistically to reveal that price is the most important factor behind housing choice of location. Other factors identified by respondents included a sense of security and a calm environment. High view value is considered quite an important factor, although its significance was recognized by the majority of respondents.

The seventh research by Tawfik Salah Al-Nahdi, Omar Hassan Ghazzawi and Abu Hassan Abu Bakar (2015), *International Journal of Business and Social Science* Vol. 6, No. 8 (1); August, ISSN 2219-1933 (Print), 2219-6021 (Online), Faculty Member of Prince Sultan College for Business Al-Faisal University Saudi Arabia, with the title " Behavioral Factors Affecting Real Estate Purchasing". The aim of this research is that globally, the factors that influence the real estate market are very important. This study will investigate the factors influencing Saudi residents to buy real estate. This study examines the influence of Attitudes, Location, Living Space, Public Services, i.e. Reference groups (Influence Friends, and other Reference Groups) on intention to purchase real estate. A total of 300 questionnaires were distributed to respondents in Jeddah. Based on the 220 collected questionnaires, the results show that Attitude has a positive effect on the intention to purchase real estate, whereas Location, Living Space, Public Services, and Reference groups namely (Influence of Friends, and other Reference Groups) have no effect on the relationship between independent people. and customer intentions to buy real estate among Saudis.

The eighth study by Julius Chia, Amran Harun, Abdul Wahid Mohd Kassim, David Martin and Noreina Kepal (2016), *Journal of Technology Management and Business* (ISSN: 2289-7224) Vol 03, No 02, Faculty of Technology Management and Business Universit y Tun Hussein Onn Malaysia, with the title "Understanding Factors That Influence House Purchase Intention Among Consumers In Kota Kinabalu: An Application Of Buyer Behavior Model Theory". The purpose of this study was r umah prepared by housing developers in Sabah are based solely on economic factors as opposed to the preferences and interests of consumers. A better understanding of the factors that contribute to buyer decision making in the real estate market will benefit both buyers and the housing industry. Therefore, this study aims to understand consumer behavior towards home purchases using the Theory of Buyer Behavior Model (Perceptual and Output). Perceptual constructions consist of housing attributes such as house features, living space, distance and environment. The output construct refers to the purchase intention of a home. The exogenous variables of this model are superstition-number, superstition-superstition, brand development and financing. The purpose of this study was to examine the effect of housing attributes on purchase intention. Based on 235 working adult respondents, the findings indicate that house features, financing, distance, environment and superstition figures have a significant positive relationship with home purchase intention. In addition, the study implications for several stakeholders are discussed.

## **2.2. Understanding Price**

According to Abdullah and Tantri (2015: 171), it is clear that pricing is a problem when companies have to determine prices for the first time. This occurs when companies develop or acquire a new product, when he introduced his old products into new distribution channels or new geographic areas, and when he did tender mem a suki a new contract offer.



### **2.3. Price Factors**

According to Abdullah and Tantri (2015: 171) that companies must consider many factors in formulating pricing policies :

1. Choose a price goal

If a company has chosen a target market and determines its market position accordingly. Then the marketing mix strategy, including price, will be easier. At the same time, the company must set additional goals. So that the clearer the company's goals, the easier it will be to determine prices.

2. Specifies a request

The pricing applied by the company will result in different levels of demand and will have different effects on its marketing objectives. The demand schedule will describe the number of units to be purchased by the market in a certain period at alternative prices that may be set in that period. The relationship between demand and price is opposite, namely the higher the price, the lower the interest and vice versa.

3. Estimating costs

The Ask Price generally limits the highest price a firm can set for its products and the firm charges the lowest cost. Sehingga companies, in pricing, try to cover the costs of producing, distributing and selling their products.

4. Analyze competitors' offers and prices

Pricing determined by competitors assists the company in determining the price to be fixed. Companies should study the price and quality of each competitor. So that when the company finds out about product offerings from competitors, the company will make it an orientation point for determining its own price.

5. Choose a pricing method, and

There are several methods of fixing prices: (1) setting the markup price, namely adding additional standard production costs. (2) the determination of the target price of return, namely the company determines the price that will produce a target rate of return on its investment. (3) determining the value to be received, namely determining the price based on the value received from the product. (4) current pricing, namely determining prices based on competitors' prices.

6. Choose the final price

In determining the final price, several factors must be considered: (1) Psychological prices, namely considering the psychology of prices in addition to their economic value. (2) The effect of marketing waste elements on price, namely considering the quality of brands and advertisements relative to competition. (3) The company's pricing policy, namely the desired price must be consistent with the company's pricing policy. (4) The effect of price on other parties, namely considering the reaction of the other party to the desired price.

### **2.4. Price Indicator**

According to Kotler and Armstrong (2016: 314) explain that there is price affordability, price compatibility with product quality, and price according to ability or price competitiveness. Below is an explanation of price measures, namely:

1. Affordability of prices.

Consumers can reach the price set by the company. There are usually several types of products in one brand and the prices also differ from cheapest to most expensive. With the price set, many consumers buy the product.

2. Prices are according to ability or price competitiveness.

Consumers often compare the price of a product with other products. In this case, the high price of a product is considered by consumers when buying the product.

3. Price compatibility with product quality.  
Price is often used as an indicator of quality for consumers, people often choose a higher price between two goods because they see a difference in quality. When the price is higher, people tend to think that the quality is better.
4. Price match with benefits  
Consumers decide to buy a product if the benefits felt are greater or equal to what has been spent to get it. If consumers feel the benefits of the product are less than the money spent, consumers will think that the product is expensive and consumers will think twice about making repeat purchases.

## **2.5. Definition of Facility**

According to Kathy and Payant (2014: 24) that the developer / developer is more concerned with profit but also does not reduce the value of a product. The private sector department places a large emphasis on facilities design, perhaps because their managers understand that they can increase productivity through better facility designs. Perhaps the economic justification for the change has a more impact on a profitability-driven environment than the budget.

## **2.6. Facility Indicators**

According to Tjiptono (2015: 318 ), there are six facility indicators, namely:

1. Consideration / spatial planning  
The aspects of proportion, texture, color, etc. are considered , combined and developed to provoke an intellectual and emotional response from the user or the person seeing it.
2. Room planning  
This element includes architectural and interior design, such as placement of furniture and equipment da l am the room, circulation flow design, and others. As the placement of the waiting room needs to be considered in addition to its capacity, it is also necessary to pay attention to the placement of furniture or additional equipment.
3. Fittings / furniture  
Equipment / furniture functions as a means of providing comfort, as a display or as a supporting infrastructure for the use of goods for customers.
4. Lighting and color  
The lighting in question is the color type of room coloring and lighting settings according to the nature of the activities carried out in the room and the desired atmosphere.
5. Messages conveyed graphically.  
Important and interrelated aspects in this element are visual appearance, placement, choice of physical form, color selection, lighting, and selection of the shape of the symbol or sign used for a specific purpose. Such as photos, color images, posters, warning signs or information boards (which are placed at the location / place for consumers).
6. Supporting elements  
The existence of major facilities would not be complete without other supporting facilities, such as: place of worship, a toilet, a parking lot, where the location of eating and drinking, listening to music or watching television, a large area who always considered the level of safety.

## **2.7. Definition of Location**

In determining the marketing location, a marketer must perform marketing research to determine his market share. As stated by Kotler and Keller (2016: 121) that marketing research is a function that connects consumers, customers, and society to marketers through information used to identify and determine marketing opportunities and problems; generate, improve and evaluate

marketing actions; monitoring marketing performance; and increase understanding of marketing as a process. Marketing research determines the information needed to address these problems, designs methods for gathering information, manages and implements the data collection process, analyzes results, and communicates findings and their implications.

## **2.8. Types of Location**

According to Kasmir (2015: 143), each company has at least four locations that are considered according to the company's needs, namely:

1. The location for the head office is the location for controlling the operational activities of the branches.
2. The location for a factory is a location that is used to process or produce goods or services.
3. The location for the building is a place for storing company-owned goods for both incoming and outgoing goods.
4. The location for the branch office is the location for the company's business activities in serving its customers.

Customer is the level of consumer feelings after comparing performance or results. what he felt compared to his expectations (Kotler, 2004: 147). From the definition above, it can be concluded that customer satisfaction is the result of the assessment of consumers that the product or service that is felt can meet the expectations of these consumers.

## **2.9. Location Indicator**

Tjiptono (2015: 15) explains that the location indicators are as follows:

1. Access.  
Access, for example, locations that are often traveled or are easily accessible by means of transportation.
2. Visibility.  
Visibility is a location or place that can be seen clearly from a normal viewing distance.
3. Parking  
Spacious, comfortable, and safe parking for both two-wheeled and four-wheeled vehicles.
4. Environment.  
Namely the environment that supports the products / services offered. For example, nearby competitors.
5. Competition (competitor location).  
For example, in determining the location, it is necessary to consider whether on the same road or area there are other competitors.

## **2.10. Definition of Purchase Decision**

Danang (2015: 88) defines that decision making is a cognitive process that unites memory, thinking, information processing and evaluative assessments. The situation in which the decision is made determines the exact nature of the process in question. The process may take months, with a series of identifiable decisions made at various stages of the ongoing decision-making process.

## **2.11. Purchasing Decision Process**

Kotler and Keller (2016: 195) explain that the decision-making process is a problem-solving approach that includes several stages that start long before the purchase factor.

The stages of the buying decision process are as follows:

1. Problem Introduction
2. Information Search
3. Alternative Evaluation

4. Buying decision
5. Post Purchase Behavior

#### **2.12. Purchasing Decision Indicators**

According Sunyoto (2015: 283) Every keputusan purchases have divulging u structure of seven. These indicators are:

1. Decisions about product types. Consumers can take keputusan to buy a product.
2. Decisions about product form. This decision concerns size, quality, style, and so on.
3. Decisions on brand. Consumers should take a decision on the merk which one to buy.
4. Decision about the seller. Consumers must make a decision where the product will be purchased.
5. Decision about the number of products. Consumers can make decisions about how many products to buy at a time.
6. Decision about when to buy. Consumers can make decisions about when to make purchases.
7. Decision on payment. Consumers have to make decisions about the method or method of payment for products to be purchased.

#### **2.13. Indicators of Customer Satisfaction**

According Sunyoto (2015: 283) Every keputusan purchases have divulging u structure of seven. These indicators are:

1. Decisions about product types. Consumers can take keputusan to buy a product.
2. Decisions about product form. This decision concerns size, quality, style, and so on.
3. Decisions on brand. Consumers should take a decision on the merk which one to buy.
4. Decision about the seller. Consumers must make a decision where the product will be purchased.
5. Decisions about the number of products. Consumers can make decisions about how many products to buy at a time.
6. Decision about when to buy. Consumers can make decisions about when to make purchases.
7. Decision on payment. Consumers have to make decisions about the method or method of payment for products to be purchased.

#### **2.14. Hypothesis Development**

Hypotheses can be defined as temporary answers to research problems, until proven through the data collected by Sugiyono (2016: 31). Based on the description of the theories above, it can be concluded that the provisional assumptions as hypotheses are as follows:

H<sub>1</sub> : Suspected of the influence between the price buying decision process in Grand Nusa Beautiful

H<sub>2</sub> : Suspected of the influence between the Facility and the Purchase Decision Process at Grand Nusa Beautiful

H<sub>3</sub> : Suspected of the influence between the Location and the Purchase Decision Process at Grand Nusa Beautiful

H<sub>4</sub> : Suspected of the influence between Price, Facilities, Location and the Purchasing Decision process at Grand Nusa Indah.

### **III. RESEARCH METHOD**

The strategy used in this study is to use a quantitative approach, namely the research strategy used to determine the relationship between two or more variables. Where this research



aims to determine the price ( $X_1$ ), facilities ( $X_2$ ) and location ( $X_3$ ) used by the developer whether it affects the Purchasing Decision ( $Y$ ).

### **3.1. Data and Data Collection Methods**

According to Sugiyono (2016: 137) explains that the types of data used in a study are divided into 2:

1. Primary data

Primary data is data obtained directly from questionnaires distributed to customers (original source or without intermediaries). Primary data in this study are price, facilities and location on purchasing decisions at Grand Nusa Indah Cileungsi.

2. Secondary Data

Secondary data is data obtained by researchers indirectly through intermediary media (obtained and recorded by other parties). In addition, the authors also make direct quotations from the theories that are the basis of this research, by reading books, articles and other information from the internet and websites related to this research. The secondary data referred to are:

- a. Observation

Observation is data collection which is done by direct observation of the research objects which are the source of the data. With this the researcher aims to make systematic observations and notes on the problems at hand.

- b. Literature review

Book study is to research carried out by the book-related issues to be discussed to get the theory of definisi - definisi to be used in this study.

### **3.2. Data Collection Technique**

In this research method a used in data collection is using a questionnaire or a questionnaire. A questionnaire or questionnaire is a data collection technique that is done by giving a set of questions or written statements to the respondent to answer. Data collection methods used in this study include:

1. Questionnaire

The questionnaire is a pre-formulated list of written questions that respondents will answer. Questionnaire is a mechanism pengumpulan efficient data if the researcher mengetahui exactly what is required and how to measure the research variables.

### **3.3. Statistical Analysis of Data**

In order to test the validity of a data, questionnaire items were used. High and low the validity of a questionnaire is calculated using the Pearson's Product Moment Correlation method, namely by calculating the correlation between the score of the statement items and the total score. To measure the level of validity of each questionnaire item used SPSS software.

## **IV. RESEARCH RESULTS AND DISCUSSION**

### **4.1. Results of Testing Research Instruments**

The results of research instrument testing can be carried out through various tests, one of which is through the validity test, and later will be continued in the reliability test (if all statement items) are declared valid as a whole.

### **4.2. Validity test**

The validity test in the study used SPSS software. The validity test is to find out each statement item on the variable is said to be valid or not, if all statements are valid, then all

statements can be tested further and can be analyzed further, following the description of the validity test for the price variable ( $X_1$ ):

**Table 4.6. Validity of the instrument for the price variable ( $X_1$ )**

Statement to-	$r_{\text{count}}$	$r_{\text{critical}}$	Decision
1	0,783	0,30	Valid
2	0,820	0,30	Valid
3	0,801	0,30	Valid

Source : Data processed (2020)

According to the table above, obtained  $r_{\text{count}}$  for a price variable ( $X_1$ ), k eseluruhan the statement obtained  $r_{\text{calculated}}$  that the range of 0,783 - 0,820, meaning that the value of  $r_{\text{calculated}}$  in the variable price is greater than  $r_{\text{critical}}$  (0.30), so that all statements on the price variable are declared valid and can be tested further.

Furthermore, the validity test for the facility variable ( $X_2$ ) in this study is in the following table :

**Table 4.7. Validity of the instrument for the Facility variable ( $X_2$ )**

Statement to-	$r_{\text{count}}$	$r_{\text{critical}}$	Decision
1	0,573	0,30	Valid
2	0,713	0,30	Valid
3	0,740	0,30	Valid
4	0,575	0,30	Valid
5	0,767	0,30	Valid
6	0,567	0,30	Valid
7	0,567	0,30	Valid
8	0,675	0,30	Valid

Source : Data processed (2020)

According to the table above, obtained  $r_{\text{count}}$  for a price variable ( $X_1$ ), k eseluruhan the statement obtained  $r_{\text{calculated}}$  that the range of 0,567 - 0,740, meaning that the value of  $r_{\text{calculated}}$  in the variable facilities is greater than  $r_{\text{critical}}$  (0.30), so that all statements on the facility variable are declared valid and can be tested further.

Furthermore, the validity test for the location variable ( $X_3$ ) in this study is in the following table :

**Table 4.8. Validity of the instrument for the Location variable ( $X_3$ )**

Statemen to-	$r_{\text{count}}$	$r_{\text{critical}}$	Decision
1	0,722	0,30	Valid
2	0,745	0,30	Valid
3	0,841	0,30	Valid
4	0,718	0,30	Valid
5	0,806	0,30	Valid

Source : Data processed (2020)

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According to the table above, obtained  $r_{\text{count}}$  for variable locations ( $X_3$ ), keseluruhan the statement obtained  $r_{\text{calculated}}$  that the range of 0,718 - 0,841, meaning that the value of  $r_{\text{calculated}}$  in the variable location is greater than  $r_{\text{critical}}$  (0.30), so that all statements on the location variable are declared valid and can be tested further.

Furthermore, the validity test for the purchasing decision variable (Y) in this study is in the following table :

**Table 4.9. The validity of the instrument for the Purchasing Decision variable (Y)**

Statement to-	$r_{\text{count}}$	$r_{\text{critical}}$	Decision
1	0,600	0,30	Valid
2	0,697	0,30	Valid
3	0,654	0,30	Valid
4	0,655	0,30	Valid
5	0,623	0,30	Valid
6	0,636	0,30	Valid
7	0,595	0,30	Valid

Source : Data processed (2020)

Based on the table above, obtained  $r_{\text{count}}$  for the purchase decision variable (Y), the whole statement obtained  $r_{\text{count}}$ , namely the range of 0.595 - 0.697, meaning that the value of  $r_{\text{calculated}}$  in the purchasing decision variable is greater than  $r_{\text{critical}}$  (0.30), so that all statements in the purchase decision variable is declared valid and can be tested further.

### **4.3. Reliability test**

The reliability test is to complement the reliability or consistency of the respondent's answer after the statement of each variable is declared completely valid, so that it can be continued in the reliability test. The reliability test was carried out using SPSS software, namely by looking at the acquisition of Cronbach alpha, if the Cronbach alpha was above 0.60, then it was reliable.

**Table 4.10. Reliability test for variable Price ( $X_1$ ), Facilities ( $X_2$ ), Location ( $X_3$ ) and Purchase Decision (Y)**

Variabel Under Study	Cronbach Alpha	Provisions	Decision
Price ( $X_1$ )	0,721	0,60	Reliabel
Facilities ( $X_2$ )	0,801	0,60	Reliabel
Location ( $X_3$ )	0,824	0,60	Reliabel
Purchase Decision (Y)	0,756	0,60	Reliabel

Source : Data processed (2020)

Based on the table above, it can be seen that the price variable obtains a Cronbach alpha value of 0.721. The facility variable obtained a Cronbach alpha value of 0.801. the location variable obtained a Cronbach alpha value of 0.824. The purchasing decision variable obtained a Cronbach alpha value of 0.756. Thus, all of these variables (price, facilities, location and purchase decisions) are reliable because all variables in this study obtained a Cronbach alpha value > of 0.60.

### **4.4. Statistical Analysis of Data**

The coefficient of determination is to determine the magnitude of the influence in the form of percent (%) produced by the independent variable affecting the dependent variable. The results

of data processing for the coefficient of determination consist of the results of the partial and multiple determination coefficients (KD) formed by the correlation coefficient (R) , as follows:

1. Partial analysis of the coefficient of determination

1) Variable  $X_1$  to Y

**Table 4.11. Partial Determination Coefficient  $X_1$  to Y**

Correlations				
Control Variables			Harga (X1)	Keputusan pembelian (Y)
Fasilitas (X2) & Lokasi (X3)	Harga (X1)	Correlation	1,000	,230
		Significance (2-tailed)	.	,012
		df	0	116
	Keputusan pembelian (Y)	Correlation	,230	1,000
		Significance (2-tailed)	,012	.
		df	116	0

Source : Data processed (2020)

The table above obtains a correlation ( $r_{Y1.23}$ ) of 0.230, then  $(0.230^2 \times 100\%) = 5.29\%$  is the effect of price on the decision to buy a house at the Grand Nusa Indah Blok J Housing, Cileungsi, which is 5.29%, while the rest is influenced by other variables.

2) Variable  $X_2$  to Y

**Table 4.12. Partial Determination Coefficient  $X_2$  to Y**

Correlations				
Control Variables			Fasilitas (X2)	Keputusan pembelian (Y)
Harga (X1) & Lokasi (X3)	Fasilitas (X2)	Correlation	1,000	,254
		Significance (2-tailed)	.	,006
		df	0	116
	Keputusan pembelian (Y)	Correlation	,254	1,000
		Significance (2-tailed)	,006	.
		df	116	0

Source : Data processed (2020)

The above table obtain correlation ( $r_{Y2.13}$ ) of 0,254, then  $(0.254^2 \times 100\%) = 6.45\%$  is the influence on purchasing decisions facility houses in the Housing Grand Nusa Indah Block J, Cileungsi that is equal to 6,45%, while the rest is influenced by other variables.



3) Variabel  $X_3$  to Y

**Table 4.13. Partial Determination Coefficient  $X_3$  to Y**

Correlations				
Control Variables			Lokasi (X3)	Keputusan pembelian (Y)
Harga (X1) & Fasilitas (X2)	Lokasi (X3)	Correlation	1,000	,271
		Significance (2-tailed)	.	,003
		df	0	116
	Keputusan pembelian (Y)	Correlation	,271	1,000
		Significance (2-tailed)	,003	.
		df	116	0

Source : Data processed (2020)

The above table obtain correlation ( $r_{Y3.12}$ ) of 0,271, then  $(0.271^2 \times 100\%) = 7.34\%$  is the location influence on purchasing decisions in the house Housing Grand Nusa Indah Block J, Cileungsi is equal to 7.34 %, while the rest is influenced by other variables.

2. Simultaneous coefficient of determination

Based on the results of SPSS data processing , the r value was  $r_{Y123}$  or the adjusted Rsquare value (Attachment 1 1 ) was 38.0%. The influence of price , amenities , and location simultaneously / together accounted for 38% of the buying decision while the remaining 62% is influenced by other variables not examined in this study .

**4.5. Hypothesis test**

Hypothesis testing is to determine the significance value contained in the variables studied, either partially or multiple. Because there is no hypothesis testing on the coefficient of determination (KD), what will be tested is the forming element of KD, namely r (correlation coefficient). Here is the explanation:

1. Partial hypothesis testing

1) The effect of price ( $X_1$ ) on purchasing decisions (Y)

Based on the results of calculations using SPSS (Appendix 10), the sig variable price ( $X_1$ ) is 0.012. This explains that the acquisition of a sig value of 0.012 is smaller than the provisions of 0.05, meaning that the price variable has a positive and significant effect on the decision to buy a house in housing. Grand Nusa Indah Blok J, Cileungsi.

2) Effect of Facilities ( $X_2$ ) on purchasing decisions (Y)

Based on calculations using SPSS (Appendix 10) obtained sig variable facility ( $X_2$ ) 0.006 to explain that the acquisition value of sig 0.006 less than the provision of point 0.05, meaning that the price variable positive and significant impact on purchasing decisions houses in Housing Grand Nusa Indah Blok J, Cileungsi.

3) The influence of location ( $X_3$ ) on purchasing decisions (Y)

Based on the results of calculations using SPSS (Appendix 10), the location variable sig ( $X_3$ ) is obtained at 0.003 , this explains that the acquisition of a sig value of 0.003 is smaller than the provisions of 0.05, meaning that the price variable has a positive and significant effect on the decision to buy a house in housing Grand Nusa Indah Blok J, Cileungsi.

2. Simultaneous hypothesis testing (model)

**Table 4.14. Simultaneous Hypothesis Testing (Variable  $X_1$ ,  $X_2$  And  $X_3$  Against Y)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	228,893	3	76,298	25,352	,000 <sup>b</sup>
	Residual	349,099	116	3,009		
	Total	577,992	119			
a. Dependent Variable: Keputusan pembelian (Y)						
b. Predictors: (Constant), Lokasi (X3), Harga (X1), Fasilitas (X2)						

Source : Data processed (2020)

Based on the results of calculations using SPSS, it was obtained a significance F of 0.000 (Table 4.14), meaning that the *sig* value (ANOVA) was smaller than the provisions of the real level of 0.05 or  $0.000 < 0.05$ . This proves that simultaneously / model the variables studied, namely price, facilities and location have a significant effect on the decision to buy a house in the Grand Nusa Indah Blok J Housing, Cileungsi.

#### 4.6. Research Findings

##### 1. The effect of price on purchasing decisions

The results of data processing in this study indicate that there is a significant effect between price and purchase decisions partially with a significant value of  $0.012 < 0.05$  (significant level). The results of the study that are in accordance with this study are research conducted by Muhammad Taufik Ranchman Ali, Khuzaini (2017) that prices have a significant effect on home purchase decisions.

Price is the amount of money billed for a product and service or the amount of value exchanged by customers to benefit from owning or using a product or service (Kotler and Armstrong, 2012: 345). Price has two main roles in the buyer's decision-making process, namely the role of allocation and the role of information (Tjiptono, 2014: 151-152).

##### 2. Effect of Facilities on purchasing decisions

The results of data processing in this study indicate that there is a significant influence between facilities and purchasing decisions partially with a significant value of  $0.006 < 0.05$  (significant level). The results of the research that are in accordance with this research are previous research conducted by Muhammad Taufik Ranchman Ali, Khuzaini (2017) that facilities have a significant effect on home purchase decisions.

Facility is a provider of physical equipment to provide convenience to its users, so that the needs of the facility users can be met. Facilities are a supporting tool for the business continuity of a service company. The better the facilities provided by the manager, the better the decision to use consumers. Conversely, if the facilities provided are bad, the decision to use consumers will decrease. The results showed that the facilities had a significant positive effect. This means that the facilities used can improve the decision to use. This is in accordance with the reality in the field showing that the decision of a person to use is influenced by existing facilities and new facilities, so that the decision to use the service will increase.

##### 3. The influence of location on purchasing decisions

The results of data processing in this study indicate that there is a significant influence between location and purchase decisions partially with a significant value of  $0.003 < 0.05$  (significant level). The results of the study that are in accordance with this research are the research of Muhammad Taufik Ranchman Ali, Khuzaini (2017) that location has a significant effect on home purchase decisions.

Location is the place where the company operates or where the company carries out activities to produce goods and services that are important to the economic

side. Tjiptono (2002: 92). Strategic location and easy to reach or make it easier for consumers to remember an object or place. The better the location will increase the decision to use consumers and vice versa with a decrease in the quality of the location, the decision to use will decrease.

4. Effect of price, facilities and location on purchasing decisions

The results of data processing in this study indicate that there is a significant effect between price, facilities and location on purchasing decisions partially with a significant value of  $0.000 < 0.05$  (significant level). The results of the research that are in accordance with this research are the research of Muhammad Taufik Ranchman Ali, Khuzaini (2017) that simultaneously price, facilities and location have a significant effect on home purchase decisions.

## **V. CONCLUSIONS AND SUGGESTIONS**

### **5.1. Conclusion**

Based on the results of the research in the previous chapter, the following conclusions can be drawn:

1. This can be seen from the price level of the purchase decision where the price has a strong enough relationship with the purchase. Price is very important, so it is necessary to be divided to continue to provide competitive prices for consumers.
2. The better the facilities provided, the purchase decision will increase so it is very important to be able to provide facilities for home buyers. It is hoped that the developer can provide more adequate facilities for residents, given the large number of family heads in Grand Nusa Indah, it is necessary to have religious facilities and health facilities in the housing.
3. The better the location at Grand Nusa Indah Cileungsi, the more purchasing decisions will increase. It is hoped that the developer can continue to choose strategic locations for the location of business developers for housing that has been built and increase access to the entrance / gate.
4. If the price, facilities and location of Grand Nusa Indah are getting better, the purchasing decision will increase. A marketer who must communicate with consumers and must provide information about the products being sold.

### **5.2. Suggestion**

Based on the research results, the suggestions that can be given are as follows:

1. The price at the house price in Grand Nusa Indah, Cileungsi is relatively competitive compared to other housing. Overall, the price offered can be reached by consumers. It is better if the price offered to prospective consumers is cheaper than other housing, because most respondents admit that the price offered is less competitive.
2. Facilities in the design of the windows of the house with respect to air changes if the air conditioner is off. It is better if the house room has more ventilation so that there is daily air change.
3. The location in the parking lot is adequate, the environment is crowded, near competitors' locations. It is better if a good location is well maintained and supported by adequate facilities so that it is able to compete with competitors.
4. A purchase decision regarding buying a house in Grand Nusa Indah Housing, Cileungsi after conducting a survey first ". It is better if houses that are already built and ready for habitation should be offered to prospective customers, so that when the prospective customer wants a survey they are immediately interested because the condition of the house to be purchased is in accordance with the wishes and expectations, the developer provides more ready stock houses.

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