

ANALYSIS OF FACTORS INFLUENCING CONSUMER PURCHASING DECISIONS ON THE RESIDENTIAL AREA OF PT VERONA HILLS CIREBON

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ABSTRACT: This research aims to analyze the factors influencing consumer purchasing decisions in the residential area of PT Verona Hills Cirebon. The study employs an approach of analyzing factors that include aspects such as location, price, facilities, developer reputation, and environmental factors. The research methodology involves surveys and statistical data analysis to identify the relationships and significance of each factor on consumer purchasing decisions. The results of the study are expected to provide in-depth insights for PT Verona Hills Cirebon in improving marketing strategies and enhancing consumer satisfaction in the residential property market. The conclusions drawn from this research are anticipated to contribute to understanding the key factors influencing consumer purchasing decisions in the property industry.

Keywords: Influencing, Consumer, Purchasing Decisions

INTRODUCTION

Marketing basically involves the relationship between market needs and desires with products and services produced by producers so that leadership transfer occurs. Marketing arises because of these wants or needs through product planning, resulting in a process of exchange, creation, and supply. Thus, every company satisfies its customers with its capabilities through mutual exchanges and opportunities (Joko Salim 8.2001).

The need for shelter (house) is increasingly in demand because the house

is a basic need for every human being, residential houses have a basic function as a shelter. However, the function of the house itself can also be related to the perception of product quality, namely residential houses must have a good appearance, so this is an opportunity for developers to create housing products that meet comfort standards. With government support, it makes it easier for consumers to realize having a place to live, but consumers are also faced with several product choices for more and more *homes*. So, consumers are very selective in

choosing these home products (Nisa Marisa 12.3).

In housing products, purchasing decisions can be influenced by the product variables themselves. Products are a key element in market offerings. For this reason, marketing mix planning must begin by formulating an offer to meet the needs or desires of target consumers. Consumers will assess the offer through the specialty and quality of the product (Widyasari & Fifilia, 2009). Quality perception can be defined as customer perception of the overall quality or excellence of a product or service related to what is expected by the customer (Zeithaml in Muafi and Efendi, 2001).

(Moorthy & Zhao, 2000) in Marketing Letters. The study explained that advertising does positively have an influence on quality perceptions in both durable and non-durable goods. However, advertising has a greater effect on shaping the perception of quality for durable goods. The role of advertising will then decrease if there is already consumer engagement or experience with the product. Although initially consumers are influenced by the advertised brand name in shaping the perception of the quality of a product.

As Putri argues in "*Buzz Marketing, the Most Effective in Indonesia*" (2007), *word of mouth* does not only involve how much and good the advertisement is, so if there is a bad experience about a particular brand, it will certainly spread very quickly so that it can hurt sales of a particular brand. In addition, according to (Putri et al., 2016), interpreting *word of mouth* as buzz,

which is pure chat at the customer level that is contagious, challenge people, goods, or places. Or more generally brand chat. The existence of *word of mouth* must be considered by the company's marketing team in developing its marketing strategy, because over the years, advertising through mass media has been successful and able to interrupt people, but it requires a budget that is not small.

Unsafe environments and the absence of security officers (security guards), locations far from the city center, locations far from public transportation, and lack of public facilities are complaints for housing consumers (Primananda, 2010).

Consumer decision making to purchase a product begins with an awareness of the fulfillment of needs and desires (sutisna: p. 15). According to (Kotler, 2002), purchasing decisions are actions from consumers to want to buy or not to buy products. While according to (Shrama & Pancholi, n.d.) is "*the selection of an option from two or alternative choice*". In a sense, a purchase decision is a person's decision where he chooses one of several alternative options.

A purchase decision is a decision as the possession of an act of two or more alternatives. Everyone must have considered something before making a purchase decision. Whether the product to be purchased is in accordance with his needs or desires. Then the product to be purchased is in accordance with his condition, such as the cost needed to get a desired product. But sometimes people don't consider something before making a

purchase. This is because people are only interested in those physical forms.

A person's buying behavior can be said to be something unique because preferences and attitudes towards people are different. In addition, consumers come from various segments, so what is needed and desired is different. Producers need to meet consumer behavior towards products offered in the market.

Along with global economic growth and advances in housing, the business world is experiencing rapid growth with the emergence of various kinds of housing. Housing is a primary need in the form of board (shelter) which is a need that is in great demand without knowing the boundaries of the community's economic class. Therefore, this opportunity is captured by property entrepreneurs. Property business is also an investment that is in demand for the long term. In fact, investing in the property

sector not only provides benefits in the form of positive cash flow, but also an increase in potential *capital gains* from the property, depending on how much the price increase of the property concerned (kompas online: 2014).

In Pemalang, there are currently many new properties, especially housing because the population is increasing due to birth. In addition, Pemalang is developing due to the existence of a new industrial area that is being built. This of course has an impact on housing needs in the Pemalang area itself because there will be many immigrants and those who are already domiciled in Pemalang to buy houses. One of the housing developers in Pemalang district is PT. Verona HilsPemalang who has built several housing areas in Pemalang has built several housing areas. The sales data of PT. Verona Hils as follows:

Table 1. Housing Sales of PT Verona Hils Cirebon

Location	Number of units	Sold	Sisa unit
Hils I	52	52	0
Hils II	51	51	0
Hils III	22	22	0
Hils IV	15	10	5
Sum	140	135	5

Source: sales report of PT. PT Verona Hils Cirebon.

From these data, it can be concluded that the residential area of PT. Verona pemalang group is quite in demand among consumers.

The advantages of housing PT. Verona Hils are close to the center of Cirebon City. Close to educational facilities

and home areas that are easily accessible using public transportation.

The results of the pre-survey show that the perception of home quality in consumers greatly influences purchasing decisions. Consumers have high quality expectations on PT. Verona Hilsmana with

good building materials such as high-quality bricks, cement, sand, paint, and so on, and a more attractive or modern design is also very desirable to consumers. Housing PT. Verona Hills has a standard design and there is no fence in some of its residential areas.

In the advertising brochure, PT. Verona Hills goes into less detail explaining information about housing. Information on brochure advertisements that consumers need is related to prices, DP or down payments when credited and house installment tables, then fill in the room at home and home accessories obtained when buying the house.

Consumers lack information from the surrounding environment because PT. Verona Hills is not well known by the wider community around the Pemalang area so that only 20% of 30 people get information about the residential area of PT. Verona Hills Auctioneer. A conducive area is the main choice for consumers but in the residential area of PT. Verona Hills does not yet have a good security system such as security, and one of the areas close to the Pemalang station is one of the causes of sales experiencing problems due to noise going through trains.

Research on the factors that influence consumer purchases to buy a housing has been carried out by Nisa Marissa (2013) with independent variables of perception of house quality, attractiveness of brochure advertisements, and *word of mouth* by adding regional conduciveness as a moderating variable. The difference between this study and Nisa Marissa's (2013) research lies in the

regional conduciveness variable as an independent variable that directly influences consumers' purchasing decisions to buy residential areas. Regarding conducive conditions, especially in human needs, in living this life from good to the worst, the conducive atmosphere is very influential and cannot be separated in human life, be it individually or in groups or internally and externally. Or in the need for an atmosphere that internally and externally this is theoretically said to be a physiological and psychological atmosphere.

Based on the description that has been put forward in the background of the previous problem, the formulation of the problem presented is:

1. Is there a significant influence between the perception of home quality on the decision to purchase housing PT. Verona Hills?
2. Is there a significant influence between the attractiveness of brochure advertisements on the decision to purchase housing PT. Verona Hills?
3. Is there a significant influence between *word of mouth* on the decision to purchase housing PT. Verona Hills?
4. Is there a significant influence between the conduciveness of the area and the decision to purchase housing PT. Verona Hills?
5. Is there a significant influence between the perception of house quality, the attractiveness of brochure advertisements, *word of mouth*, on the decision to purchase housing PT. Verona Hills?

HIPOTESIS

- H1: The perception of home quality has a significant influence on Purchasing Decisions.
- H2: Highlights Brochure Ads have influence which is significant to the Purchase Decision.
- H3: *Word of mouth* has a significant influence towards Results Purchase.
- H4: Conduciveness The region has a significant influence on decisions purchase.
- H5: Perception of the quality of the house, Attractiveness of brochure advertising, *wordof mouth*, There is a significant influence simultaneously on the decision to purchase residential areas PT. Verona Hills.

RESEARCH METHODS

The type of research is quantitative sourced from primary data in the form of questionnaires (Sugiyono, 2016). The population used is consumers who have purchased in the lubrication area of PT. Verona Hills and a sample of 101 people. The data analysis used is multiple regression analysis.

RESEARCH RESULTS

Validity Test

Table 2. Home Quality Perception Validity Test Results (X1)

Question Point	r _{calculated}	Table	Information
1	0,739	0,1956	Valid
2	0,745	0,1956	Valid

3	0,749	0,1956	Valid
4	0,771	0,1956	Valid

Source: Processed data (2019)

Table 3. Brochure Ad Attractiveness Validity Test Results (X₂)

Question Point	r _{calculated}	Table	Information
1	0,601	0,1956	Valid
2	0,832	0,1956	Valid
3	0,805	0,1956	Valid
4	0,805	0,1956	Valid

Source: Processed data (2019)

Table 4. Word of Mouth Validity Test Results (X3)

Question Point	r _{calculated}	Table	Information
1	0,765	0,1956	Valid
2	0,741	0,1956	Valid
3	0,849	0,1956	Valid
4	0,524	0,1956	Valid

Source: Processed data (2019)

Table 5. Regional Conduciveness Validity Test Results (X₄)

Question Point	r _{calculated}	Table	Information
1	0,785	0,1956	Valid
2	0,602	0,1956	Valid
3	0,898	0,1956	Valid

Source: Processed data (2019)

Table 6. Purchase Decision Validity Test Results (Y)

Question Point	r _{calculated}	Table	Information
1	0,738	0,1956	Valid
2	0,707	0,1956	Valid
3	0,731	0,1956	Valid

4	0,805	0,1956	Valid
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Source: Processed data (2019)

Based on the data above, it shows that each statement or item in the questionnaire regarding the perception of house quality, attractiveness of brochure ads, *word of mouth*, regional conduciveness, and purchasing decisions has a correlation coefficient greater than $r_{table} = 0.1956$ (table r value for $n = 101$). So that all items of this research variable are declared valid and can be trusted to take research data

Reliability Test

Reliability Test Results

Table 7. Reliability Statistics

Variable	Cronbach's Alpha	Criterion	Ket
Perception of home quality	0,740	> 0,60	Reliable
Attractiveness of brochure advertising	0,757	> 0,60	Reliable
<i>Word of mouth</i>	0,703	> 0,60	Reliable
Regional conduciveness	0,648	> 0,60	Reliable
Purchase decision	0,733	> 0,60	Reliable

Source: Processed data (2019)

The results of reliability testing show that all variables have a *Cronbach's Alpha* (α) value of >0.60. So, it can be concluded that the questionnaire (questionnaire) in this study is a reliable questionnaire (questionnaire) or reliable.

Normality Test

Table 8. Hasil uji normalitas one-sample kolmogorov-smirnov test

		Unstandardized Residual
N		101
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.86726778
Most Extreme Differences	Absolute	.069
	Positive	.046
	Negative	-.069
Kolmogorov-Smirnov with		.691
Asymp. Sig. (2-tailed)		.725

Source: Processed data (2019)

It was concluded that the results of the *kolmogorov-smirnov* test *Asymp. Sig. (2-tailed)* were above 0.05 so it can be concluded that the data are normally distributed, and regression models are feasible to use.

Multicollinearity Test

Variable	Collinearity statistics		Information
	Tolerance	BRIG HT	
Home Quality Perception (X1)	0,578	1,731	Multicollinearity does not occur
Attractiveness of Brochure Ads (X2)	0,694	1,441	Multicollinearity does not occur
<i>Word Of Mouth</i> (X3)	0,583	1,714	Multicollinearity does not occur
Regional Conduciveness (X4)	0,922	1,085	Multicollinearity does not occur

Source: Processed primary data (2019)

Based on the data above, the VIF value for each variable is below 10 and the tolerance value is 0.100. So, it can be concluded that between independent variables there is no multicollinearity.

Heteroscedasticity Test

Model	Say.
(Constant)	.472
Perception of Home Quality	.652
1 Attractiveness of Brochure Ads	.931
Word of Mouth	.588
Regional Conduciveness	.612

Source: Processed primary data (2019)

The results of the glacier test give the parameter coefficient for each independent variable is above 0.05 so that there is nothing significant. It can be concluded that the regression model does not have heteroscedasticity.

The Automobile

Std. Error of the Estimate	Durbin-Watson
.88515	1.818

Source: Processed Primary Data, 2018.

Durbin Watson table calculation

d_U (inner boundary) = 1.7589

$4-d_U$ = 2.2411

d_L (outer boundary) = 1.5946

$4-d_L$ = 2.4054

Based on the data in the table above, Durbin Watson value ($d_{calculated}$) is 1.818. Based on the criteria that have been determined d_{to} be calculated between $d_U < d < 4-d_U$, namely $1.7589 < 1.818 < 2.2411$, this means that there is no

autocorrelation either positively or negatively.

Linearity Test

Purchase Decision Linearity Test Results with Home Quality Perception

	Say.
(Combined)	.000
Purchasing Decision * Perception of Home Quality	Between Groups
Linearity Deviation from Linearity	.000 .725
Within Groups	
Total	

Source: Processed primary data (2019)

Results of Purchase Decision Linearity Test with Attractiveness of Brochure Ads

	Say.
(Combined)	.000
Purchase Decision * Attractiveness of Brochure Ads	Between Groups
Linearity Deviation from Linearity	.000 .208
Within Groups	
Total	

Source: Processed primary data (2019)

Purchasing Decision Linearity Test Results with Word of Mouth

		Say.
		(Combined) .000
Purchase Results * Word of Mouth	Between Groups	Linearity .000
		Deviation from Linearity .000
	Within Groups	
Total		

Source: Processed primary data (2019)

Purchasing Decision Linearity Test Results with Regional Conduciveness

		Say.
		(Combined) .010
Purchasing Decision * Regional Conduciveness	Between Groups	Linearity .004
		Deviation from Linearity .107
	Within Groups	
Total		

Source: Processed primary data (2019)

This study proved that the significance value of *Linearity* is less than the level of significance (0.05), it can be concluded that purchasing decisions and perceptions of home quality, purchase decisions and attractiveness of brochure advertisements, purchase decisions and word of mouth, purchasing decisions and regional conduciveness is linear. This means that the relationship or correlation can be expressed by a straight line.

Test t

Model	Unstandardized Coefficients	t	Sig.
(Constant)	1.175	1.073	.286
Perception of Home Quality	.182	3.125	.002
Attractiveness of Brochure Ads	.326	5.384	.000
Word of Mouth	.481	7.983	.000
Regional Conduciveness	.111	2.023	.046

Source: Processed primary data (2019)

Perception of Home Quality on Purchasing Decisions

The calculation t for the variable perception of house quality is 3.125 with a significance value of 0.002. This shows that the t_{count} is greater than t_{table} by 1.986 and the significant value is smaller than 0.05. H_0 rejected or H_1 which states the perception of home quality has a significant effect on the decision to purchase acceptable. It was concluded that the perception of house quality has a significant effect on consumer purchasing decisions in the residential area of PT. Verona Hills.

The Attractiveness of Brochure Ads to Purchase Decisions

The t_{count} for the brochure ad attractiveness variable is 5.384 with a significance value of 0.000. This shows that the t_{count} is greater than the t_{table} by 1.986 and the significant value is smaller than

0.05. H_0 rejected or H_2 which states the attractiveness of brochure advertising has a significant effect on the purchase decision received. It is concluded that the attractiveness of brochure advertisements has a significant effect on consumer purchasing decisions in the residential area of PT. Verona Hils.

Word Of Mouth Towards Purchasing Decisions

The calculated t gain for *the word-of-mouth* variable is 7.983 with a significance value of 0.000. This shows that the t_{count} is greater than t_{table} by 1.986 and the significant value is smaller than 0.05. H_0 rejected or H_3 which states word of mouth has a significant effect on purchasing decisions is accepted. It is concluded that word of mouth has a significant effect on consumer purchasing decisions in the residential area of PT. Verona Hils.

Regional Conduciveness to Purchasing Decisions

The calculation t for the regional conducive variable is 2.023 with a significance value of 0.046. This shows that the t_{count} is greater than t_{table} by 1.986 and the significant value is smaller than 0.05. H_0 rejected or H_4 which states the conduciveness of the area has a significant effect on the decision of the purchase received. It was concluded that the conduciveness of the area has a significant effect on consumer purchasing decisions in the residential area of PT. Verona Hils.

Test F

F	Sig.
82.012	.000b

Source: Processed primary data (2019)

From the f-test table F_{count} 82.012 is greater than F_{table} 2.47 with a significance of 0.000. So, it can be interpreted that H_0 was rejected and the fifth hypothesis stating that the perception of house quality, attractiveness of brochure advertisements, *word of mouth*, and regional conduciveness simultaneously had a significant effect on purchasing decisions (Y) was accepted.

Coefficient of Determination

Type	R	R Square	Adjusted R Square
1	.880a	.774	.764

Source: Processed primary data (2019)

Based on the table above, it is known that Adj R Square 0.764 (76.4%) This means that 76.4% of the variation in variables of perception of home quality, attractiveness of brochure ads, *word of mouth*, and regional conduciveness can explain the variables of purchasing decisions, and the remaining 23.6% is explained by other factors that were not studied in this study.

CONCLUSION

1. The perception of house quality has a significant effect on consumer purchasing decisions in the residential area of PT. Verona Hils. Indicated by a

- count t of 3.125 greater than ttable of 1.98498 and a significant value smaller than 0.05, which is 0.002.
2. The attractiveness of brochure advertisements has a significant effect on consumer purchasing decisions in the residential area of PT. Verona Hils. Indicated by a count t of 5.384 greater than ttable of 1.98498 and a significant value smaller than 0.05, which is 0.000.
 3. *Word of mouth* has a significant influence on consumer purchasing decisions in the residential area of PT. Verona Hils. Indicated by a count t of 7.983 greater than ttable of 1.98498 and a significant value smaller than 0.05, which is 0.000.
 4. Area conduciveness has a significant effect on consumer purchasing decisions in the residential area of PT. Verona Hils. Indicated by a count t of 2.023 greater than ttable of 1.98498 and a significant value smaller than 0.05, which is 0.046.
 5. The perception of house quality, the attractiveness of brochure advertisements, *word of mouth*, and regional conduciveness simultaneously have a significant effect on consumer purchasing decisions in PT. Verona Hils. Indicated by $F_{\text{count}} = 82.012$ greater than $F_{\text{table}} = 2.47$ with a significance of 0.000.
- Suggestions that researchers can give as consideration for developers and subsequent researchers are:
1. PT. Verona Hils is expected to maintain the perception of the quality of the house by continuing to improve the quality of construction and building materials used to build the housing.
 2. PT. Verona Hils is expected to continue to innovate to create attractive brochure advertisements so that they are easily known by consumers.
 3. PT. Verona Hils is expected to maintain *Word of mouth* by maintaining the company's good name in the eyes of consumers
 4. PT. Verona Hils is expected to maintain and improve the conduciveness of the area by providing guard posts so that consumers who buy housing feel comfortable.
 5. Future research is expected to add independent variables such as price, social value, and expand the object of research in other housing so that the results can be more general.

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