Analysis Of Price, Location And Product Quality On Purchasing Decisions For Subsidized Housing At Perumahan Taman Adiyasa

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Abstract: The purpose of the study was to analysis of price, location and product quality on purchasing decisions for subsidized housing at Perumahan Taman Adiyasa PT. Adiyasa Konstrindo in Tangerang Regency. The method used is descriptive and quantitative approach with classical assumption test method, hypothesis test, t test, F test, and data analysis technique using multiple linear regression. The results of this study are partially significant influence between the price variables on purchasing decisions with a regression equation value of Y = 12,712 + 0,673X1 and a correlation value of 0,670 meaning that the two variables have a strong relationship. Partially there is a significant influence between location variable on purchasing decisions with a regression equation value of Y = 4,004 + 0,694X2 and a correlation value of 0,841 meaning that the two variables have a strong relationship level. Partially there is a significant influence between the product quality variable on purchasing decisions with a regression equation value of Y = 9,446 + 0,558X3. Simultaneously there is a significant influence between price, location and product quality variables on purchasing decisions with a regression equation value of Y = 0,169 + 0,072X1 + 0,520X2 + 0,235X3 and a correlation value of 0.890 meaning that the independent variable and the dependent variable have a very high level of relationship. strong. The coefficient of determination is 89.0% while the remaining 11.0% is influenced by other factors. Hypothesis test obtained value Fcount > Ftable or (108.886 > 2.710).
Keywords: Price, Location, Product Quality, Purchase Decisions.

INTRODUCTION

Shelter is one of the most basic human needs. A house as a place to live is one of the other basic human needs besides clothing and food. Every human being needs a house as a place of refuge, as a place for gathering and family activities to take place, and as a means of investment. The function of the house has also changed from what was originally only a place of refuge to one that is also required to accommodate the needs and desires of the owner. such as a strategic location, a nice and sturdy building, and a comfortable environment. In other words, it's not enough just to take shelter; it also has to be a decent place to live.

Housing and settlements are basic human needs and have a strategic function in their role as centers for family education and improving the quality of life for future generations.

The realization of community welfare and quality human resources can be marked by an increase in the quality of a decent life. In this era, the property business is growing rapidly, resulting in increasingly fierce business competition. This rapid competition has resulted in the emergence of a variety of home and property model products, which will encourage consumers to identify in making home purchasing decisions that meet the criteria of a high-quality product.

With increased sales, the company will gain profits and be able to maintain its viability. The strategy is to improve product quality, location, and price adjustments. so that it can increase sales volume, time efficiency, and company costs. Improving product quality is also needed to retain customers and attract other consumers to buy the products offered. With good product quality, the product can compete with other brands in competing companies with similar products. In the era of globalization and trade liberalization, the key to increasing the competitiveness of a company is quality. Only companies that are able to produce goods or services of world-class quality can win in global competition. Based on several factors that influence the decision to buy the house, the researcher is interested in conducting the research outlined in the title "ANALYSIS OF PRICE, LOCATION AND PRODUCT QUALITY ON PURCHASING DECISIONS FOR SUBSIDIZED HOUSING AT PERUMAHAN TAMAN ADIYASA".

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT
Price

Companies in the business of marketing goods or services need to set the right price. Price is one of the marketing elements that provides income or an approach for the company; price is also a component that has a direct effect on company profits. According to Juniantara & Sukawati (2018), "Price is the only element of the marketing mix that provides income for the company while the other three elements (Product, Promotion, and Distribution) cause costs."In the opinion of Riyono and Budiharja (2016), "price" is the amount of money that must be paid by consumers or buyers to get the products or services offered by the seller. The determination of the selling price must be adjusted to the purchasing power of the intended consumer, taking into account factors such as cost, profit, competitors, and changing market desires. Based on the definition of price described above, it can be concluded that price is a relative amount of compensation expressed in the form of money or goods to obtain benefits, profits, or ownership of an item or service determined by the seller at a certain place and time in full. common sense and positive considerations for the economic process's long-term viability.

Location

Location is a decision made by the company regarding where its operations and staff will be located, and location is a combination of location and decisions on distribution channels, in this case related to how to deliver services to consumers and where to strategically locate. Location refers to where the company's headquarters and operations should be located. According to Puspa (2017), choosing a good location is a very important decision. First, because the location decision has a permanent and long-term impact, whether the site has been purchased or just leased, Second, location will affect business growth in the future. Meanwhile, according to Wijayanti et al. (2021), "Location is the place where the company's products are located; location also plays a role in determining the success and achievement of a business because location will affect the size of the potential market that can be achieved by a company." Based on the definition of location described above, it can be concluded that location refers to various marketing activities that seek to facilitate the delivery or distribution of goods and services from producers to consumers.

Product Quality

According to Kotler and Keller (2012) in the journal Satria (2017), "quality" is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. Product quality is also defined as the ability of a product to perform its functions; it includes the overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes. Meanwhile, according to Faiz (2019),

quality is a need-satisfying factor that is inseparable from the product or service produced by the company and is defined as quality. Based on some of the definitions above, it can be seen that product quality is the ability of a product to meet consumer desires. These consumer desires include product durability, reliability, ease of use, and other valuable attributes that are free from flaws and damage.

Buying Decision

Consumer purchasing decisions are actually a collection of several decisions. A decision is the selection of two or more alternative choices. A marketer must master the various things that can influence buyers and develop an understanding of how a consumer actually makes a decision. According to Admadanu (2017), "The purchase decision is a process of making a purchase decision, which includes determining what to buy or not buy, and the decision is obtained from previous activities." This is different from the opinion of Gunarsih et al. (2021), who say, "The purchase decision is a series of processes that start with the consumer recognizing the problem, seeking information about a particular product or brand, and evaluating the product or brand to see how well each alternative can solve the problem17), "The purchase decision is a process of making a purchase decision, which includes determining what to buy or not buy, and the decision is obtained from previous activities." This is different from the opinion of Gunarsih et al. (2021), who say, "The purchase decision is a series of processes that start with the consumer recognizing the problem, seeking information about a particular product or brand, and evaluating the product or brand to see how well each alternative can solve the problem," which then leads to a series of processes that lead to a purchase decision. Based on the understanding described above, it can be concluded that the purchase decision is a stage where consumers already have a choice and are ready to make a purchase or exchange between money and a promise to pay with ownership rights or use of an item or service.

METHODS

The type of research used in this study is survey or quantitative research. Quantitative research is research using surveys or questionnaires distributed to research subjects as a research method. And data collection uses primary data, namely, data obtained by conducting questions and answers and direct observations or interviews. This research, based on the level of explanation, is classified as associative research. According to Santoso & Oktafien (2018), associative research is study that looks for a connection or influence, specifically the connection or influence between the independent variable (X) and the dependent variable (Y).

PT Adiyasa Konstrindo was established on November 12, 1983, by Mr. Luntungan Honoris and started its commercial operations in 1989. The head office of PT. Adiyasa Konstrindo is located in Green Central City, Commercial Area, 5th Floor, Jalan Gajah Mada No. 188, West Jakarta, 11120, Indonesia. Based on the company's Articles of Association, the scope of activities of PT. Adiyasa Konstrindo includes, among others, the development of simple houses. The main activity of PT. Adiyasa Konstrindo is the development and sale of simple houses.

RESULTS AND DISCUSSION

Based on descriptive data processing regarding the effect of product quality and price on purchasing decisions, the following results are obtained:

1. **Effect of price (X1) on purchase decision (Y)**
   Based on the test results, the value of the regression equation Y = 12.712 + 0.673X1 and the correlation coefficient value of 0.670 mean that the two variables have a strong level of relationship. The value of determination's or influence's contribution is 0.449, or 44.9%, while the remaining 55.1% is influenced by other factors. Hypothesis testing obtained tcount > ttable, or (8.462 > 1.987). Thus, H02 is rejected and Ha2 is accepted, meaning that there is a significant effect of price on purchasing decisions.

2. **Effect of location (X2) on purchase decision (Y)**

Based on the results of the analysis, the value of the regression equation $Y = 4.004 + 0.694X2$ and the correlation coefficient value obtained are 0.841, meaning that the two variables have a very strong relationship. The value of determination or influence contribution is 0.841, or 84.1%, while the remaining 15.9% is influenced by other factors. Hypothesis testing obtained tcount > ttable, or (14.601 > 1.987). Thus, H03 is rejected and H4 is accepted, meaning that there is a significant influence of location on purchasing decisions.

3. **Effect of product quality (X3) on purchase decision (Y)**

Based on the results of the analysis, the value of the regression equation $Y = 9.446 + 0.558X3$ and the correlation coefficient value obtained are 0.721, meaning that the two variables have a strong level of relationship. The value of determination or influence contribution is 0.520, or 52.0%, while the remaining 48.0% is influenced by other factors. Hypothesis testing obtained tcount > ttable, or (9.755 > 1.987). As a result, H01 is rejected and H1 is accepted, indicating that product quality has a significant influence on purchasing decisions.

4. **Effect of Price (X1), Location (X2), and Product Quality (X3) on Purchase Decision (Y).**

Based on the results of the study, it shows that price (X1), location (X2), and product quality (X3) have a significant effect on purchasing decisions by obtaining a regression equation $Y = 0.169 + 0.072X1 + 0.520X2 + 0.235X3$. The value of the correlation coefficient, or the level of relationship between the independent variable and the dependent variable, is 0.890, meaning that it has a very strong relationship. The value of the coefficient of determination or the simultaneous influence contribution is 0.890 or 89.0%, while the remaining 11.0 percent is influenced by other factors. The hypothesis test resulted in F count > F table, or (108.886 > 2.710). Thus, H03 is rejected and Ha3 is accepted. This means that there is a significant influence of price, location, and product quality all have a big impact on buying decisions at the same time.

CONCLUSIONS

Based on the data obtained from the analysis conducted at the Taman Adiyasa Housing PT. Adiyasa Konstrindo, it can be concluded as follows:

1. correlation value of 0.670 indicates that the two variables have a strong relationship in the regression equation $Y = 12.712 + 0.673X1$. The value of the coefficient of determination is 55.1%. Hypothesis testing obtained tcount > ttable, or (8.462 > 1.987). Thus, H02 is rejected and Ha2 is accepted, meaning that there is a significant effect of price on purchasing decisions.

2. Location has a significant effect on purchasing decisions. With the regression equation $Y = 4.004 + 0.694X2$, the correlation value of 0.841 means that the two variables have a very strong relationship. The value of the coefficient of determination is 84.1%. Hypothesis testing obtained tcount > ttable, or (14,601 > 1,987). Thus, H03 is rejected and Ha3 is accepted, meaning that there is a significant influence of location on purchasing decisions.

3. Product quality has a significant effect on purchasing decisions. With the regression equation $Y = 9.446 + 0.558X3$, a correlation value of 0.721 means that the two variables have a strong relationship. The value of the coefficient of determination is 52.0%. Hypothesis test obtained: tcount > ttable or (9.755 > 1.987). Thus, H01 is rejected and H1 is accepted, meaning that there is a significant effect of product quality on purchasing decisions.

4. Price, location, and product quality simultaneously have a significant effect on purchase decisions with the regression equation $Y = 0.169 + 0.072 X1 + 0.520 X2 + 0.235 X3$. The correlation value of 0.890 means that the independent variable and the dependent variable have a very strong relationship. The value of the coefficient of determination is 89.0%, while the remaining 11.0% is influenced by other factors. Hypothesis testing obtained a value of F arithmetic > F table, or (108.866 > 2.710) Thus, H04 is rejected

and Ha4 is accepted. This means that there is a simultaneous, significant effect of price, location, and product quality on purchase decisions.

Research Limitations

This study has limitations that can be taken into consideration by future researchers in order to get better results.1. Variables that affect purchase decisions are only represented by three independent variables, namely price, location, and product quality. While there are still many other variables that can have a more significant influence on the purchase decision.

Suggestion

Based on the results of the research discussion and the conclusions above, the authors would like to provide some suggestions related to this research that can be expected to be input for the parties concerned, as follows:

1. Price: To attract more consumers, the selling price would be made more attractive so that it could compete with other developers.
2. Location: To be considered so that the products offered have better visibility.
3. Product Quality: For the better, so that the company can improve the quality of its products in order to compete with other developers.
4. Purchase Decision
   a. In order to be further improved in terms of the product design offered to satisfy consumers who buy their products.
   b. It is necessary to pay attention to the accuracy of the development process so that it is timely in order to increase sales.

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