The Influence of Price and Location Affects Customer Satisfaction in PT. Earth Prima Beautiful Nature at Pabuaran Housing, Tangerang

Iffatun Hasna Desyani[1]; Dimas Januar Putra[2]; Rudi Setiawan[3] and Sugiyanto[4]

Pamulang University, Indonesia

E-mail : [a]hasnadsyn612@gmail.com
[b]jepe_dimas@yahoo.com
[c]udiudirudi@gmail.com
[d]dosen00495@unpam.co.id

Abstract: This study aims to examine and analyze the effect of price and location, partially and simultaneously, on the customer satisfaction of homeowners at Taman Pabuaran Housing, Tangerang. This study's sample size was 89 people. The sample is calculated using the Slovin formula. The sampling methods used are Non-Probability Sampling and Incidental Sampling. Measuring tools in research using ordinal and Likert scales The software used is Microsoft Excel 2019 and SPSS 25. The results of multiple regression analysis Y = 20.218 - 0.035X1 + 0.210X2. The independent variable that has the most influence on the dependent variable is the location variable (0.210), while the independent variable price has no significant effect on customer satisfaction. The results of the t test prove that one of the four independent variables (location) partially has a positive and significant effect on the dependent variable, namely customer satisfaction, while the independent variable (price) has no significant effect on customer satisfaction. The coefficient of determination (Adjusted R2) obtained is 0.135 or 13.5%, which means that consumer satisfaction is influenced by the price and location variables, while the remaining 86.5% is influenced by other variables not examined in this study. The conclusion drawn from the research results is that location is considered important as a determinant of consumer satisfaction for homeowners in Taman Paburan Housing, Tangerang.

Keywords: Price, Location, and Consumer Satisfaction

INTRODUCTION

PT. Bumi Prima Alam Indah is a national private company that was built to assist the Indonesian government in overcoming the problem of the availability of housing units. The problem that is often faced by every property business is very tight competition with companies engaged in similar fields. As a result, housing products differ in terms of location, price, facilities, and services, as well as the products offered.Both attractive house types and easy access from housing locations are important, as are ease of sale and purchase contracts.

To meet consumer needs, the company creates and provides satisfaction facilities in terms of housing and the ease of the home buying process in terms of buying and selling contracts and building houses based on the consumer's concept and needs.

According to the 1945 Constitution of the Republic of Indonesia, Article 28H paragraph (1), it is stated that everyone has the right to live in physical and spiritual prosperity, to have a place to live, and to have a good and healthy environment. The residence has a very strategic role in forming the character and personality of the nation as one of the efforts to build a complete, self-identified, independent, and productive Indonesian human being, so that the fulfillment of housing needs is a basic need for every human being, which will continue to exist and develop according to the stages of life or life cycle. man.

According to the Constitution of the Republic of Indonesia No. 01 of 2011, housing is a collection of houses as part of the built environment, both urban and rural, which are equipped with infrastructure, facilities, and public utilities as a result of efforts to fulfill livable housing (Article 1 Paragraph 2). Whereas a house is a building that functions as a livable place to live in, a means of fostering a family, a reflection of the dignity of its inhabitants, as well as an asset for the owner (article 1 paragraph 7).

A commercial house is a house held with the aim of making a profit (Article 1, Paragraph 8). The problem that is often faced by every property business is very tight competition with companies engaged in similar fields. As a result, housing products differ in terms of location, price, facilities, and services, as well as the products offered. Both attractive housing types and easy access from housing locations, as well as ease of buying and selling contracts, To give effect to PT, it is necessary to analyze the satisfaction caused by buying interest in PT. Bumi Prima Alam Indah. However, not all people can easily build a house.

In order for this research to be directed and on target, the research will be limited to matters relating to consumer satisfaction, which include:

1. The research focuses on the effect of price increases on consumer satisfaction at Taman Pabuaran Tangerang.
2. The research focuses on the effect of strategic location on consumer satisfaction at Taman Pabuaran Tangerang.
3. The research was conducted at Taman Pabuaran Residential, Tangerang to find out consumer satisfaction with products purchased at Taman Pabuaran Housing, Tangerang. The research was conducted for three months, from January to November 2022.

Research Objectives

The aim of this research is:

1. Observing in-depth price increases can increase consumer satisfaction among residents of Taman Pabuaran Housing, Tangerang.
2. Investigate thoroughly strategic locations that can improve consumer satisfaction in the Taman Pabuaran Tangerang Housing Complex.
3. Observing detailed price increases and a strategic location are two factors that can influence consumer satisfaction in Taman Pabuaran Housing, Tangerang.

The expected benefits or uses of the results of the research that researchers do so that they can be utilized by various parties These benefits include:

Benefits of Theory: It is useful as a study and reference for companies (particularly PT. Bumi Prima Alam Indah and Taman Pabuaran) so that it can be used as a reference and consideration for further development research.and can be used in determining company policies that support company development. Investors can use investors to get an overview and references of factors to consider when deciding to buy a house, as well as the right factors needed to stimulate Tangerang property growth.As for further research, this research can be used as a reference or description of a thesis that can be developed into a new research model, as well as assisting further research with the model that has been developed so that it can be used for further research. better.

Practical Benefits: This research can be useful for companies (particularly PT. Bumi Prima Alam Indah and Taman Pabuaran) in providing input and additional information for consideration in making policies in the steps of managing the company. For investors, it can be useful as a consideration in investing in Taman Pabuaran housing so that investors don't hesitate to buy the product. and can stimulate property growth in Tangerang. Increasing the

amount of investment also stimulates potential investors to increase their capital and investors to increase their investment. for further research, as a written guide for researchers and readers in research and thesis work, and as a written guide for choosing a place to live that satisfies consumers. And it is hoped that it can serve as comparison material and provide additional knowledge for readers, especially students implementing the Marketing Management concentration.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT
The Oritical Review Marketing And Marketing Management

The definition of marketing according to Kotler and Keller (2012) is a social process by which individuals and groups obtain what they need and want by creating, offering, and freely exchanging products and services of value with other parties. More formally, according to Abdullah and Tantri (2013): "Marketing (marketing) is a total system in the sense of business activities designed to plan, set prices, promote, and distribute goods that can satisfy wants and provide good service to consumers when they make purchases or are potential buyers".
According to Kotler and Armstrong (1999) in Buchari Alma (2014), "States that marketing management is the activity of analyzing, planning, implementing, and supervising all activities (programs), in order to obtain a profit level. exchanges with target buyers to achieve organizational goals".

PRICES

Buchari Alma (2014) the notions of price, value, and utility are interconnected concepts. What is meant by utility is an attribute attached to an item, that enables the item to fulfill needs, wants and satisfy consumers. Value is the value of a product to be exchanged for other products, this value can be seen in barter situations, namely, the exchange of goods for goods. Price is the sum of the values that consumers redeem for the benefits of having or using a good or service.

LOCATION

According to Rambat Lupiyoadi and A. Hamdani (2015) location is a decision made by the company regarding where the operation and its nature will be placed. The wrong choice of company location will result in losses for the company. The business location decision is one of the business decisions that must be made carefully. The term location refers to the local community where the business is located. Although success does not only depend on the location of the business, location factors will affect the success of a business.

CUSTOMER SATISFACTION

Consumer satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of a product (or result) against their expectations of the actions taken. Feelings of pleasure or disappointment are formed in consumers through perceived product quality, price and location (Bailia et al., 2016). Assauri (2016) stated that customer satisfaction is an indicator of the future success of the company's business, because it measures how well the customer responds to the future of the company's business.

RESEARCH OBJECT

The object of this research is PT. Bumi Prima Alam Indah, especially the Taman Pabuaran housing complex. Researchers focused on the effect of price, location, facilities, service quality and product quality on consumer satisfaction at Taman Pabuaran owned by PT. Bumi Prima Alam Indah. PT. Bumi Prima Alam Indah is a national private company in the developer sector with its headquarters in JL. Pioneer of Independence, Puloma Shop Block VII, No. 11 East Jakarta. PT. Bumi Prima Alam Indah was established on August 28, 1991 and was only approved by the Minister of Justice of the Republic of Indonesia, Directorate General of Law and Legislation on September 25, 1992.
with SIUP number: 00258-05/PM/P1/1-824-271 and NPWP number : 01.566.42.3-007.000. The company's first housing project is located in Tangerang, precisely on Jl. Merdeka Raya, Tangerang, which is named "Taman Pabuaran". With the success of this project, PT. Bumi

Prima Alam Indah added a second project that is located in Bekasi, precisely on Jl. Raya Tambun, Bekasi which is named "Taman Kintamani".

The following hypotheses are required in this study in order to test the factors (independent variables such as price (X1) and location (X2) that influence consumer satisfaction:
1. H1: Price has a positive influence on consumer satisfaction.
2. H2: Location has a positive influence on consumer satisfaction.
3. H3: Price and location have a positive influence on consumer satisfaction.
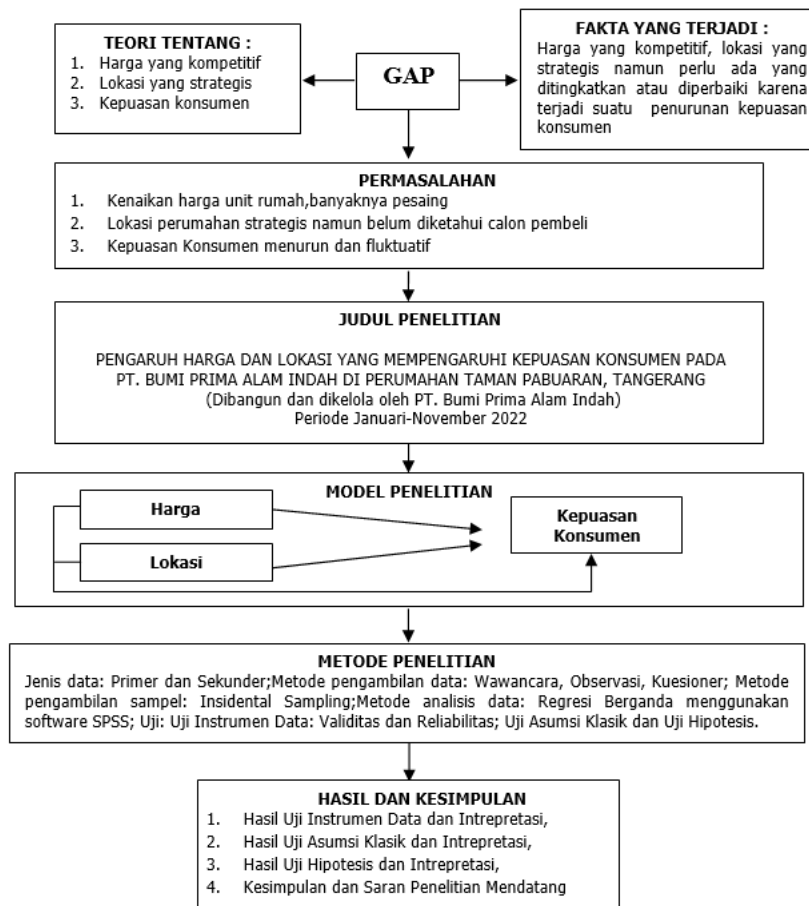
Source : Data Search 2022
Figure 1. FRAMEWORK FOR RESEARCH AND RESEARCH MODELS

METHODS

The research method is a method used to obtain data or information that is very useful for knowing something, or solving problems to develop a science. The following is the research methodology:
1. Data Collection Technique
   In this study, the data collection methods used include: interviews, observations, and questionnaires.
2. Data Processing Techniques
   The data processing technique in this study is qualitative data, which is processed into quantitative data using a Likert scale and ordinal scale with the help of the scale range formula and the weighted average formula.
3. Research Instrument Test
   Instrument test with a factor analysis test to test the validity and reliability of research data.
4. Data analysis technique

Data processing in this study was carried out with the help of a computer through the IBM SPSS version 25 software program.

RESULT AND DISCUSSION
Data Analysis And Research Tests

Table 1: Table of Multiple Linear Regression Test results

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	20,218	2,064		9,796	,000		
	HARGA	-,035	,152	-,054	-,227	,821	,172	5,807
	LOKASI	,210	,101	,465	2,065	,042	,194	5,154
a. Dependent Variable: KEPUASAN KONSUMEN								

Source : Output SPSS 25

Based on Table 1 above, it is known that the regression equation is:

$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$

$Y = 20.218 - 0.035X_1 + 0.210X_2$

$Sig = (0.821) (0.042)$

The regression equation above can be interpreted as follows:

a. The constant 20,218 means that if the price (X1) and location (X2), the performance is 0 (no additions), and the improvement in consumer satisfaction (Y) is 20,218.
b. The price variable coefficient (X1) of -0.035 means that price (X1) has a negative effect on customer satisfaction (Y). This shows that with the addition of 1 unit price, there will be a decrease in customer satisfaction of 0.035 and vice versa.
c. The location variable coefficient (X2) of 0.210 means that price (X2) has a positive effect on consumer satisfaction (Y). This shows that adding one unit price results in a 0.210 increase in consumer satisfaction and vice versa.

Pearson correlation

Table 2: Pearson Correlation Test Table

		HARGA	LOKASI	KEPUASAN KONSUMEN
HARGA	Pearson Correlation	1	,884**	-,225*
	Sig. (2-tailed)		,000	,034
	N	89	89	89
LOKASI	Pearson Correlation	,884**	1	-,151
	Sig. (2-tailed)	,000		,157
	N	89	89	89
KEPUASAN KONSUMEN	Pearson Correlation	-,225*	-,151	1
	Sig. (2-tailed)	,034	,157	
	N	89	89	89
**. Correlation is significant at the 0.01 level (2-tailed).				
*. Correlation is significant at the 0.05 level (2-tailed).				

Source : Output SPSS 25

Table 2 Correlation Test The results above can be interpreted as follows:

a. The value of the Pearson correlation variable price (X1) and consumer satisfaction (Y) is -0.225, meaning that there is no very weak correlation in a negative direction, so it can

be said that the relationship between price variable (X1) and customer satisfaction (Y) is unrelated.

b. The value of the Pearson location correlation variable (X2) and consumer satisfaction (Y) is -0.151, meaning that the correlation is very weak in a negative direction, so it can be said that the relationship between location variable (X2) and customer satisfaction (Y) is unrelated.

Test of the Coefficient of Determination (Adjusted R2)

Table 3. Table of Determination Coefficient Test results (Adjusted R2)

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,418^a	,175	,135	1,758753
a. Predictors: (Constant), LOKASI, HARGA				
b. Dependent Variable: KEPUASAN KONSUMEN				

Source : Output SPSS 25

Based on table 3, it can be seen that the R-value is 0.418, which means it has a very strong relationship. While the value of the Coefficient of Determination/KD/Adjusted R Square shows 0.135, meaning that 13.5% of the value of consumer satisfaction is influenced by price, location, facilities and service quality variables. While the remaining 86.5% (100% - 13.5%) is influenced by other variables outside of this study.

Partial Equation Test (T Test)

Table 4. Table of Partial Equation Test results (T test)

Coefficients^a								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	20,218	2,064		9,796	,000		
	HARGA	-,035	,152	-,054	-,227	,821	,172	5,807
	LOKASI	,210	,101	,465	2,065	,042	,194	5,154
a. Dependent Variable: KEPUASAN KONSUMEN								

Source : Output SPSS 25

In Table 4 there is a calculated t value for:

1. The price variable is -0.227. t table is searched with an error rate of 0.05 (5%) and df = 83 (sum of data- number of independent and dependent variables-1). With these provisions, the obtained t table is 1.989. Sig. The value for the price variable is 0.821. Because the t-count value is -0.227 is smaller than the t-table value of 1.989; as well as Sig. 0.821 is greater than the error rate of 0.05 ; then H0 is accepted and H1 is rejected, meaning that partially the price variable (X1) has no significant effect on customer satisfaction at PT. Bumi Prima Alam Indah in the Taman Pabuaran housing complex, Tangerang.

2. The location variable is 2.065. t table is searched with an error rate of 0.05 (5%) and df = 83 (sum of data- number of independent and dependent variables-1). With these provisions, the obtained t table is 1.989. Sig. Value for the location variable is 0.042. Because the calculated t value is 2.065 greater than the t table value of 1.989; as well as Sig. 0.042 is smaller than the error rate of 0.05 ; then H0 is rejected and H2 is accepted, meaning that partially the location variable (X2) has a significant effect on customer satisfaction at PT. Bumi Prima Alam Indah in the Taman Pabuaran housing complex, Tangerang.

Simultaneous Equation Test (Test F)

Table 5. Table of Simultaneous Equation Test results (Test F)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54,990	4	13,748	4,444	,003[b]
	Residual	259,830	84	3,093		
	Total	314,820	88			
a. Dependent Variable: KEPUASAN KONSUMEN						
b. Predictors: (Constant), LOKASI, HARGA						

Source : Output SPSS 25

In Table 5 there is a calculated F value for the Consumer Satisfaction variable of 4.444. F table is searched with an error rate of 0.05 (5%) and k is the number of dependent and independent variables. df = k-1 = 5-1 = 4, df2 = n-k = 89-5 = 84. So the value of the F table is 2.48. Sig. The value for the consumer satisfaction variable is 0.000. Because the calculated F value of 4.444 is greater than the table F value of 2.48; and because Sig. 0.000 is less than the error rate of 0.05, H0 is rejected and H3 is accepted, meaning that simultaneously the variable customer satisfaction (Y) has a significant effect on price and location at PT. Bumi Prima Alam Indah in the Taman Pabuaran housing complex, Tangerang.

CONCLUSIONS

This research was conducted with the aim of knowing the effect of Price, and Location, on Consumer Housing Satisfaction in Taman Pabuaran, Tangerang. The conclusions of this study are as follows:

1. The effect of price (X1) partially has no effect on consumer satisfaction (Y) in Taman Pabuaran Tangerang housing.
2. The effect of location (X2) partially affects consumer satisfaction (Y) in Taman Pabuaran housing, Tangerang.
3. Effect of Price (X1) and Location (X2) simultaneously affect Consumer Satisfaction (Y) Pabuaran Park, Tangerang.

REFERENCE

Abdullah, Thamrin dan Francis Thantri. 2013. Manajemen Pemasaran. Jakarta : PT. Raja Grafindo Persada

Alma, Buchari. 2014. Manajemen Pemasaran dan Pemasaran Jasa. Edisi Revisi. Bandung : CV. ALFABETA

Hurriyati, Ratih. 2015.Bauran Pemasaran dan Loyalitas Konsumen. Bandung : CV. ALFABETA

Husein, Umar. 2012. Metode Penelitian untuk Skripsi dan Tesis Bisnis. Jakarta: PT. Raja Grafindo Persada

Kotler, Philip dan Kevin Lane Keller. 2013. Manajemen Pemasaran. Edisi 13. Jakarta : Erlangga.

Priyatno, Duwi. 2013. Mandiri Belajar Analisis Data dengan SPSS. Yogyakarta: Mediakom

Priyatno, Duwi. 2014. SPSS: Pengolahan Terpraktis. Yogyakarta: CV. ANDI OFFSET

Riduwan dan Akdon. 2013. Rumus dan Data dalam analisis Statistik. Cetakan ke-3. Bandung : CV. ALFABETA

Riduwan, Adun dan Enas. 2013. Cara Mudah Belajar Spss 17.0 dan Aplikasi statistik. Cetakan ke-3. Bandung : CV. ALFABETA

Riduwan. 2014. Dasar-dasar Statistik. Edisi Revisi. Bandung : CV. ALFABETA

Siregar, Syofian. 2014. Statistika Deskriptif untuk Penelitian. Cetakan Ke-4. Jakarta : PT. Raja Grafindo Persada.

Sugiyanto, . and Anggun Putri Romadhina, . (2020) Pengantar Ilmu Ekonomi Mikro dan Makro. Yayasan Pendidikan dan Sosial Indonesia Maju (YPSIM), Banten. ISBN 978-623-92764-4-7

Sugiyanto, . 2020. Manajemen Pemasaran : Inspiring The Salesmanship. Yayasan Pendidikan Dan Sosial Indonesia Maju (Ypsim), Banten. ISBN 9786237815853

Sugiyanto, L. N., & Wanten, I. K. (2020). Studi Kelayakan Bisnis Penerbit Yayasan Pendidikan dan Sosial Indonesia Maju (YPSIM) Banten 2020. Cetak Perdana

Sugiyono. 2015. Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung : CV ALFABETA

Sumarwan, Ujang. 2014. Perilaku Konsumen dan Pemasaran. Edisi Kedua. Bogor : Ghalia Indonesia

Sunyoto, Danang dan Fathonah Eka Susanti. 2015. Manajemen Pemasaran Jasa. Yogyakarta : Media Center for Academic Publishing Service

Tjiptono, Fandy. 2014. Pemasaran Jasa. Yogyakarta : CV. ANDI OFFSET

Sartika Moha[1] dan Sjendry Loindong[2]. 2016. Analisis Kualitas Pelayanan dan Fasilitas terhadap Kepuasan Konsumen pada Hotel Yuta di kota Manado. Jurnal EMBA Vol.4 No.1,575-584. ISSN : 2303-1174.

Wayan Sanjaya[1], I Ketut Rahyuda[2], I Made Wardana[3]. 2016. Pengaruh Kualitas Produk dan Reputasi Merek terhadap Kepuasan dan Loyalitas Pelanggan Mie Instan Merek Indomie di kota Denpasar. E-Jurnal Ekonomi dan Bisnis Universitas Udayana 5.4,877-904. ISSN :2337-3067.

Widodo[1], Maria M. Minarsih[2], M. Mukeri Warso[3]. 2016. Pengaruh Kualitas Pelayanan dan Fasilitas terhadap Kepuasan Pedagang Kaki Lima (Studi pada Sub Unit Dinas Pasar Kota Semarang) . Jurnal Manajemen Ekonomika dan Bisnis Unpand, Semarang ,Vol.2 No.2.