The Influence Of Location On Purchase Decision at Pakubuwono Apartments In South Jakarta

Elizabeth Tika Kristina Hartuti[1]; Selvy Dwi Widiyanti [2]; Wahyu Nurul Faroh[3]; Cornelia Dumarya Manik[4]; Irmal[5]

Universitas Pamulang, Jalan Surya Kencana No. 1, Tangerang Selatan,15417, Indonesia
Student Of Doctoral Program In Management Science, Universitas Pasundan,
Bandung, Jawa Barat, Indonesia

E-mail: [a]dosen01503@unpam.ac.id, [b]selvy.siswonoo@gmail.com , [c]dosen01061@unpam.ac.id
[d]Cornelia00720@unpam.ac.id, [e]dosen01047@Unpam.ac.id

Abstract: This research aims to determine the effect of location on purchasing decisions at Pakubuwono Apartments in South Jakarta. The method used is explanatory research with a sample of 100 respondents. The analysis technique uses statistical analysis with regression testing, correlation, determination and hypothesis testing. The results of this research the location variable obtained an average score of 3,414 with good criteria. Purchasing decision variable obtained an average score of 3.841 with good criteria. Location has a positive and significant effect on Purchasing Decisions with the regression equation value Y = 9,585 + 0.844X, and the correlation coefficient value of 0.769 or has a strong level of relationship with a determination value of 59.2%. Hypothesis testing obtained a significance of 0.000 <0.05.

Keywords: Location; Purchase Decision.

INTRODUCTION

1. Background

As the economy develops and technology advances rapidly, the goals and objectives to be achieved by the organization or company that will carry out an activity will also develop. Every company is required to always run every business and manage its management properly. The purpose of the company itself is to maintain viability for development and make a profit.

The development of the economy today is marked by the emergence of various forms of property very quickly and continuously. Various products that were previously unimaginable are now widely recognized by the public. The implication of this tendency is that on the one hand, society as a consumer has more choices and on the other hand, companies as producers are encouraged to continue to follow the direction of community needs by taking

advantage of the opportunities available and seeing the technological possibilities they have in developing their product designs.

The era is increasingly developing and human civilization is growing from time to time, causing the need for housing, which was not so important at first, has become one of the basic human needs that must be met in addition to education and health. Seeing this development, businesses in the property sector (housing or apartments) are wide open and growing rapidly. This is indicated by the increasing number of companies managing the property business.

Pakubuwono Apartment is a company engaged in the property business. The products that are marketed are apartments or vertical residences as a place to live or an investment needed by everyone. This means that the need for these products never stops (repeat business) in line with the increasing birth rate and increasing population and the limited land to create a large number of housing.

Therefore Pakubuwono Apartment tries to build a residence with a total of 1,100 dwellings with a land area of 1 hectare consisting of 2 towers with a complete residential concept. A survey conducted by www.rumah.com explained that there are three main factors in property purchases made by Indonesians, namely the location of the property, the price offered by the developer, and the potential for the property to be leased back (investment).

The location factor is a major factor, among others, because the level of congestion is increasing day by day in Jakarta, thus making people look for alternative access to carry out their activities. Not only congestion, proximity to public facilities such as health facilities, education, shopping centers, entertainment venues, toll roads and business centers is also a consideration for consumers. Getting closer to public facilities will make it easier for consumers to decide to buy the property. The choice of location has a strategic function because it can help determine the achievement of the objectives of the business entity. Location refers to various marketing activities that seek to facilitate and facilitate the delivery or distribution of goods and services from producers to consumers, Tjiptono (2015: 345). Meanwhile, according to Lupiyohadi (2013: 157) location is a decision made by a company regarding where its operations and staff will be located. The importance of location to service companies depends on the type and degree of interaction involved. Location is a place where the company's products are located. Location will play a role in determining the success and achievement of a business because location will affect the size of the potential market a company can reach.

Here are some complaints related to the location of Pakubuwono Apartments:

Data Table of Pakubuwono Apartment Buyers Complaints

Complaints	April	May	June
The location of the apartment which is close to a traditional market that causes an unpleasant aroma (smell)	10	3	2
The number of vehicle congestion passing through the lane to the apartment (traffic jam)	2	4	7
The location to the apartment is often flooded	6	9	3
TOTAL	**18**	**15**	**12**

Source: Pakubuwono Apartemens, 2018.

When viewed from the location map and buyer complaints, the Pakubuwono Apartments is located close to a traditional market where traditional markets are synonymous with dirty and smells of garbage. And the location also often occurs with vehicle congestion which has become a routine every day. This also causes many consumers to switch to other apartments. Besides that, there are also many other apartments that are standing close to Apartment Bailey's City such as City Light, Green Lake View, Ciputat

Resort and others. Location Also a distribution channel, namely the path used to move products from producers to consumers. Location is a decision made by a company regarding where its operations and staff will be located. Lupiyohadi (2013: 157). Meanwhile, according to Heizer and Render (2015: 128) Location is also a driver of costs and revenues, so location often has the power to make a company's business strategy. Strategic location aims to maximize company profits.

Pakubuwono Apartments as the developer of Pakubuwono Apartment is a developer who has a name in the property business. Along with the increasing number of projects that have been completed and are being developed by Pakubuwono Apartments, the level of consumer confidence is also increasing. The level of consumer confidence has an important part in making a purchase decision for a product. The higher the level of consumer confidence, the greater the consumer's confidence in making decisions about buying the property.

To find out the sales data for Pakubuwono Ciputat Apartments, it can be seen from the total sales for the period January - June 2018 as follows:

Pakubuwono Apartment Sales Data Table

In the Period of January to June 2018

Period	Penjualan (Unit		Consumers		Explanation
	Sales Target	Realization of Sales	Target Consumers	Consumer Realization	
2014	125	115	200	126	Not achieved
2015	175	320	250	382	Achieved
2016	225	295	300	334	Achieved
2017	275	112	450	132	Not Achieved
2018	300	86	500	120	Not Achieved
Average	220	185	340	218	Not Achieved

Sourse: Pakubuwono Apartemens.

Based on the data above, it can be seen that the sales of Pakubuwono Ciputat Apartments are unstable and tend to decline from 2017 to 2018. From what has been targeted and the existing realization has greatly decreased. The conditions that occur are caused by the existence of factors that influence consumers in making decisions to buy Pakubuwono Ciputat Apartments, one of which is the increasing number of competitors in the Ciputat area, which causes sales of Pakubuwono Apartments to decline. Based on the location plan and price table, this indicates that the number of sales of Pakubuwono Apartments has decreased. So that location and price have an influence on consumer purchasing decisions at Pakubuwono Apartments.

Based on the explanation above, this research is entitled "The Influence of   Location and Price on Purchasing Decisions at Pakubuwono Ciputat Apartments".

These two factors were chosen because these factors are considered to be able to influence purchasing decisions in apartments. Usually in general, consumers will see the location factor as a factor that is considered quite important in choosing an investment in a property. Price is also a consumer's consideration of these products and can also influence consumers in purchasing decisions

2. Formulations of The Problem

1. How is the location of the Pakubuwono Apartments in South Jakarta?

2. What is the Purchase Decision at Pakubuwono Apartments in South Jakarta?

3. Is there any influence between location on the purchase decision at Pakubuwono Apartments in South Jakarta?

3. Research Results

1. To find out the condition of the location at Pakubuwono Apartment in South Jakarta.

2. To find out the condition of the Purchase Decision at Pakubuwono Apartment in South Jakarta.

3. To find out the effect of location on purchasing decisions at Pakubuwono Apartments in South Jakarta.

METHODS

1. Population

The population in this research amounted to 100 respondents at Pakubuwono Apartment in South Jakarta.

2. Sample

The sampling technique in this research was saturated samples, where all members of the population were used as samples. Thus the sample in this study used a sample of 100 respondents.

3. Types of Research

The type of research used is associative, where the goal is to find out or find the relationship between the independent variable and the dependent variable.

4. Data Analysis Method

In analyzing the data used validity test, reliability test, simple linear regression analysis, correlation coefficient analysis, determination coefficient analysis and hypothesis testing.

RESULT AND DISCUSSION

1. Descriptive Analysis

In this analysis, it is used to determine the highest minimum and maximum score, the ratting score and the standard deviation of each variable. The results are as follows:

Table 1. Descriptive Statistics Result

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Location (X1)	100	28	44	34.14	3.861
Purchase Desicion (Y)	100	29	49	38.41	4.238
Valid N (listwise)	100				

Locations obtained a minimum variance of 28 and a maximum variance of 44 with a ratting score of 3,414 with a standard deviation of 3.861. This score is included in the scale range from 3.40 to 4.19 with good or agree criteria.

The purchase decision obtained a minimum variance of 29 and a maximum variance of 49 with a ratting score of 3.841 with a standard deviation of 4.238. This score is included in the scale range from 3.40 to 4.19 with good or agree criteria.

2. Verification Analysis.

This analysis aims to determine the proper influence of the independent variable on the dependent variable. The analysis results are as follows:

a. Simple Linear Regression Analysis

This simple linear regression analysis is intended to determine changes in the dependent variable if the independent variable changes. The test results are as follows:

Table 2. Simple Linear Regression Analysis Results

Coefficients[a]

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	9.585	2.434		3.938	.000
Location (X)	.844	.071	.769	11.919	.000

Based on the analysis results in the table above, the regression equation Y = 9,585 + 0.844X is obtained. From this equation it is explained as follows:

1) A constant of 9,585 means that if the location does not exist, then there is a purchase decision value of 9,585 points.

2) Location regression coefficient is 0.844, this number is positive, meaning that every time there is an increase in Location of 0.844 points, the Purchase Decision will also increase by 0.844 points.

b. Correlation Coefficient Analysis

Correlation coefficient analysis is intended to determine the level of strength of the relationship between the independent variable and the dependent variable. The results are as follows:

Table 3. Results of Correlation Coefficient Analysis of Location on Purchase Decision

Correlations[b]

		Location (X1)	Purchase Desicion (Y)
Location (X1)	Pearson Correlation	1	.769[**]
	Sig. (2-tailed)		.000
Purchase Desicion (Y)	Pearson Correlation	.769[**]	1
	Sig. (2-tailed)	.000	

Based on the results obtained a correlation value of 0.769 means that the location has a strong relationship with the Purchasing Decision.

c. Coefficient of Determination Analysis

Coefficient of determination analysis is intended to determine the percentage of influence of the independent variable on the dependent variable. The analysis results are as follows:

Table 4. Coefficient of Determination Analysis Results of Location on Purchasing Decisions.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769[a]	.592	.588	2.722

Based on the table results, it was found that the determination value was 0.592, meaning that the location had an influence contribution of 59.2% to the purchasing decision, while the remaining 40.8% was influenced by other factors that were not carried out by the research.

d. Hypothesis Testing

Hypothesis testing with the t test is used to determine which hypothesis is accepted. Hypothesis formulation: There is a significant influence between Location on Purchasing Decisions.

Table 5. Hypothesis Test Results Location on Purchasing Decisions.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.585	2.434		3.938	.000
	Location (X)	.844	.071	.769	11.919	.000

Based on the results in the table above, the value of t count> t table or (9,585> 1,984) is obtained, thus the hypothesis that there is a significant effect between location on purchasing decisions is accepted.

DISCUSSION OF RESEARCH RESULTS

1. Condition of Respondents' Answers Variable of Location

Based on the respondent's answer, the location variable obtained a rating score of 3,414 in the scale range from 3.40 to 4.19 with good or agree criteria.

2. Condition of Respondents' Answers Variable of Purchase Desicion

Based on the respondents' answers, the Purchasing Decision variable obtained a rating score of 3.841 in the scale range from 3.40 to 4.19 with good or agree criteria.

3. The Influence of Location on Purchase Decision

Location has a significant influence on purchasing decisions with the regression equation Y = 9.585 + 0.844X, the correlation value is 0.769 or has a strong relationship with the contribution of the influence of 59.2%. Hypothesis testing obtained t value> t table or (9,585> 1,984). Thus the hypothesis proposed that there is a significant effect between Location on Purchasing Decisions is accepted.

CONCLUSIONS

1. Conclusions

   a. The location variable obtained a rating score of 3,414 in the scale range from 3.40 to 4.19 with good or agree criteria.

   b. The purchasing decision variable obtained a rating score of 3.841 in the scale range from 3.40 to 4.19 with good or agree criteria.

   c. Location has a significant effect on purchasing decisions with the regression equation Y = 9.585 + 0.844X, the correlation value is 0.769 or strong and the influence contribution is 59.2%, while the remaining 40.8% is influenced by other factors. Hypothesis test obtained t value> t table or (9,585> 1,984).

2. Suggestions

   a. The company must share with other apartments so that the price set is affordable by consumers.

   b. Besides the apartment design, the location factor must also be a company concern in order to attract visitors.

    c. Marketers should be able to explore what consumers want, analyze needs recognition and provide continuous information on products being sold

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