

## **The Influence of Location, Price and Service Quality On A House Purchase Decision**

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**ABSTRACT:** *The aim of this paper is to measure the influences of location, price and service quality on a house purchase decisions by measure whether location, price and service quality have significantly influence on purchase decision. This paper uses SPSS (Statistical Product and Service Solutions) approach to test t value test each regression coefficient whether the independent variable has a significant influence or not on the dependent variable, and test F value test simultaneously the influence of independent variables on the dependent variable. It is found that each location, price and service quality directly influence on purchase decision. The location, price and service quality simultaneously influence on purchase decision. The next researcher needs to plan a longitudinal research, in order to be able to compare changes in the research subject after a certain period of time, and to see changes in the respondent's behavior over a certain period of time.*

**KEYWORDS:** *Location; Price; Service Quality; Purchase Decision.*

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### **I. INTRODUCTION**

Based on Real Estate Indonesia (REI) data, it is reported that there are currently approximately 45 million houses in Indonesia of the total 265 million residents. With the population increasing, there should be an additional 1.4 million new housing units per year. Inline with economic growth, there is a population growth of 1.3% per year. This growth needs to be supported by growth in the number of houses.

In 2016, the Central Statistics Agency (BPS) state 48.91% of Jakarta residents without a house and there was a backlog of housing needs for 1.3 million households. Meanwhile rental housing is not really a solution. Various attempts are made by the government to reduce the number of residential needs or backlogs of people's houses. The Center for Housing Finance Fund Management (PPDPP) Ministry of PUPR report the backlog in 2015 reach 7.6 million units. While the need for housing every year in the province of Banten between 800 thousand - 900 thousand units per year, while that can only be met around 400 thousand to 500 thousand, for that backlog tendency increase every year.

Many factors affect a person in choosing the type of house that will be used as a residence. One factor in choosing the type of house are location whether location of the house pollution-free, flood-free, easy access to public transportation, close to shopping mall and close to the workplace. House prices are an important factor for person in deciding to buy a house. House prices whether affordable, price match with quality, price match with benefits, price match with competitiveness and price match with geographical location. The next factor is service quality, the ability to provide reliable, responsive, trustworthy services.

### **II. LITERATURE REVIEW**

Turner (in Jenie, 2009: 45), defines three main functions a residential house:

- 1) The house as a support for family identity which is manifested in the quality of residence or protection provided by the house.
- 2) The house as a support for the opportunity of the family to develop in socio-cultural and economic life or the function of the family bearer.
- 3) The house as a support for a sense of security in the sense of guaranteed future family situation after getting home.

**Location.** The choice of location for residence explains an effort by each individual to balance two conflicting choices, including ease of access to the city center and the size of land that can be obtained. There

are criteria that must be considered in choosing the location of residence (Catanese and Synder, (1989) in Purbosari, (2012: 2)). Location dimensions and indicators can be divided into several factors. It is as follows:

- 1) Location is free of air pollution, noise pollution, and water pollution.
- 2) Location is flood free area.
- 3) Location close to public transportation.
- 4) Location close to shopping center.
- 5) Location close to the workplace.

**Price**, the price dimension according to Kotler and Armstrong, translated by Bob Sabran (2012: 52), explains that there are four measures that characterize prices, there are price affordability, price match with product quality, price match with benefits, and price match with competitiveness . The four price measures are as follows:

- 1) Price Affordability, consumers can reach the price set by the company.
- 2) Price match with product quality, Price is often use as an indicator of quality for consumers.
- 3) Price match with benefits, Consumers decide to buy a product if the perceived benefits are greater or equal to what has been issued to get it.
- 4) Price match with competitiveness, consumers often compare the price of a product with other products.

**Service quality**, according to Lewis and Booms (1983) cited by Tjiptono (2011: 180) service quality as a measure of how good the level of service provided is able to match consumer expectations. Based on this definition, service quality is determined by the company's ability to meet the needs and desires of consumers in accordance with consumer expectations. According to Tjiptono, the definition of service quality is an effort to meet the needs coupled with the desires of consumers and the accuracy of their delivery methods in order to meet the expectations and satisfaction of these customers. In good service quality, there are several types of service criteria, as follows:

- 1) Timeliness of service, including time to wait during the transaction or payment process.
- 2) Service accuracy, which is minimizing errors in services and transactions.
- 3) Courtesy and friendliness when providing services.
- 4) Ease of getting services, such as the availability of human resources to help serve consumers.
- 5) Consumer convenience, i.e. location, parking lot, comfortable waiting room, cleanliness aspect, and etc.

**Purchasing decision**, The five-stage model of purchasing decision process according to Kotler and Armstrong (2016: 176) is as follows:

- 1) Problem Identification, the purchase process starts when the buyer realizes a problem or need that is triggered by internal or external stimuli.
- 2) Search for information, the main source of information where consumers are divided into four groups:
  - a) Personal: Family, friends, neighbors, colleagues.
  - b) Commercial: Advertisements, websites, salespeople, distributors, packaging, displays.
  - c) Public: Mass media, consumer rating organizations.
  - d) Experimental. Product handling, inspection, use.
- 3) Evaluate alternatives, basic concepts that will help us understand the evaluation process: first, consumers try to satisfy a need. Second, consumers look for certain benefits from product solutions. Third, consumers see each product as a group of attributes with various abilities to deliver the benefits needed to satisfy these needs.
- 4) Decision of purchase, in the evaluation phase, consumers determine preferences between brands in a collection of choices. Consumers might also determine an intention to buy the most preferred brand. In carrying out the purchase intent, consumers can form five sub-decisions: brand, supplier, quantity, time, and payment method.
- 5) Post-purchase behavior, after making a purchase the consumer may experience conflict due to seeing certain worrying features or hearing pleasant things about other brands and be alert to information that supports his decision.

### **III. RESEARCH MODEL**

The research design used by the author in this research is conclusive research, and the types are multiple cross – sectional descriptive research and causal research. The data collection method used in this research is the quantitative research method using survey as the method, by conducting structured interview with respondents by using questionnaire designed to obtain specific information. The statement expressed in the questionnaire is created by using 1-5 scale (Likert scale which is developed) to obtain the data that the nature is interval and will be given a score or value (1 strongly disagree, 2 disagree, 3 Neutral, 4 agree, strongly agree).

The variables used in this study are two, there are the dependent variable (location, price and service quality) and the independent variable (purchase decision).

In this study use the Clustered Sampling method, if the population is spread over several regions (clusters), each of which has the same (similar) characteristics, then one or several regions can be taken at random as a sample. The number of research samples is calculated using the Slovin formula, the number of the population studied is 400 people, the minimum sample to be examined using the specified margin of error is 10% or 0.1 can be calculated as follows:

$$n = N / (1 + (N \times e^2))$$

So that:  $n = 400 / (1 + (400 \times 0.1^2))$

$$n = 400 / (1 + (400 \times 0.01))$$
$$n = 400 / (1 + 4)$$
$$n = 400/5$$
$$n = 80$$

From the results of the calculation, the number of samples taken will be added to the number of samples to 100 respondents to avoid invalid samples.

The classic assumption test is a test of the data that has been obtained from the distribution of questionnaires. This test is used to determine whether the data obtained from respondents has represented the actual conditions in the field and is worth testing. In this study the classic assumptions used are the Normality Test, Multicollinearity Test and Heteroscedasticity Test.

In this study, multiple regression analysis acts as a statistical technique used to examine whether there is an influence of service quality, product quality on purchase decision. Regression analysis uses the multiple regression equation formula as quoted in (Sugiyono 2010), as follows:

$$Y = \alpha + b_1 X_1 + b_2 X_2 + e \dots\dots\dots (4)$$

Where :

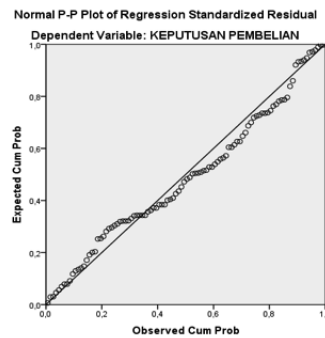
- Y = Purchase Decision (dependent variable)
- X1 = Location (independent variable)
- X2 = Price (Independent variable / free)
- X3 = Service Quality (Independent variable / free)

Hypothesis Test, in this study hypothesis test use are F-Test (Simultaneous Test), T-Test (Partial Test), Dimension Correlation Analysis (R), R<sup>2</sup> Test (Coefficient of Determination) and Interdimensional Correlation Analysis.

### **IV. RESULT AND ANALYSYS**

#### **1) Classical Assumption Test**

Normality Test, it is used to determine whether the data obtained from research activities has a normal distribution (distribution) or not. If normal, the test performed is parametric statistics.



**FIG. 1. GRAPH OF NORMALITY TEST RESULTS**

The pattern of points form linear lines, it can be considered consistent and normally distributed.

Multicollinearity Test, In this multicollinity test there are 4 independent variables tested namely location, price, service quality and purchasing decisions.

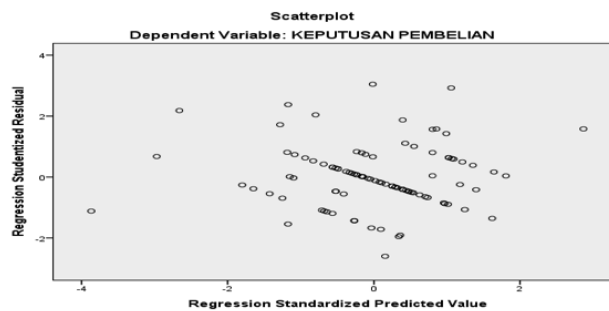
**TABLE 1. MULTICOLLINEITY TEST RESULTS**

Model	Coefficients <sup>a</sup>			Collinearity Statistics
	B	Tolerance	VIF	
(Constant)	9,457			
1 LOKASI	,144	,944	1,060	
HARGA	,188	,550	1,817	
KUALITAS	,221	,568	1,761	
PELAYANAN				

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Based on the Table 1. Multicollinity Test Results, all the variables for VIF are less than 10.00 and tolerance is also greater than 0.10, therefore it can be assumed that all variables (X) do not occur multicollinearity and it is true that all variables (X) are independent variables.

Heteroskedasisty Test, it explains whether this research occurs heteroscedasticity or not one of them by seeing the diagram in Fig. 2.



**FIG. 2. DIAGRAM OF HETEROSCEDASTICITY TEST RESULTS**

Based on the scatterplot diagram above, it appears that the data does not form a specific pattern (scattered irregularly). This means that the research model is free from the problem of heterokedasticity.

**2) Multiple Linear Regression Analysis Test**

The influence of location, price and service quality together on purchasing decisions can be seen in the following table:

**TABLE 2. EFFECT OF LOCATION, PRICE AND SERVICE QUALITY ON PURCHASE DECISION**

Coefficients <sup>a</sup>						
Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	9,457	1,663		5,685	,000
	LOKASI	,144	,074	,163	1,961	,053
	HARGA	,188	,069	,299	2,742	,007
	KUALITAS PELAYANAN	,221	,077	,308	2,873	,005

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Thus the regression line equation obtained is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

$$Y = 9,457 + 0,144 (X_1) + 0,188 (X_2) + 0,221 (X_3)$$

From this equation can be explained:

- a) Constant = 9,457 states that all variables X1, X2, and X3 are 0 (Zero), then the value of Variable Y (purchase decision) will be negative equal to constant = 9,457.
- b) The coefficient  $b_1 X_1 = 0.144$  states that if other independent variables have a fixed value and the location variable ( $X_1$ ) has increased 1%, then the purchase decision variable (Y) will increase 0.144. The positive value coefficient means that there is a positive relationship between the purchase decision variable (Y) and the location variable ( $X_1$ ), the higher the value of the location variable, the more the home purchase decision will increase.
- c) The coefficient  $b_1 X_2 = 0.188$  states that if other independent variables have a fixed value and the price variable ( $X_2$ ) has increased 1%, then the purchasing decision variable (Y) will increase 0.188. The positive value coefficient means that there is a positive relationship between the purchase decision variable (Y) and the price variable ( $X_2$ ), the higher the value of the variable price will increase the home purchase decision.
- d) The coefficient  $b_1 X_3 = 0.211$  states that if other independent variables are of fixed value and the quality of service ( $X_3$ ) has increased by 1%, then the purchasing decision variable (Y) will increase by 0.211. The positive value coefficient means that there is a positive relationship between the purchasing decision variable (Y) and the service quality variable ( $X_3$ ), the higher the value of the service quality variable, the more the purchase decision of the house.

**3) R<sup>2</sup> Test (Determination Coefficient)**

The coefficient of determination shows the number of percentage of the regression model to be able to explain the dependent variable. The limit value of  $R^2$  is  $0 \geq R^2 \leq 1$  so if  $R^2$  equals 0 (zero) means that the dependent variable is not explained by the independent variable simultaneously, whereas if the value of  $R^2$  is 1, it means that the independent variable can explain the independent variable simultaneously.

**TABLE 3. DETERMINATION COEFFICIENT (R<sup>2</sup>) RESULTS**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,610 <sup>a</sup>	,372	,352	1,324

a. Predictors: (Constant), KUALITAS PELAYANAN, LOKASI, HARGA

b. Dependent Variable: KEPUTUSAN PEMBELIAN

Based on Table 3 Determination Coefficient Results ( $R^2$ ) show the influence of location, price and service quality affect purchasing decisions. From the results of the analysis of the coefficient of determination, the value obtained is an  $R^2$  of 0.372 if presented at 37.2%. This shows that the independent variable consisting of location, price and service quality explains that the independent variable has influenced the dependent variable, namely the purchase decision of 37.2%. The coefficient of determination also shows the magnitude of the contribution

of location, price and service quality by 37.2% to the purchase decision. While 62.8% is influenced by other variables outside the model.

**4) Hypothesis Test**

**a) T test (Partial Test)**

T statistic testing aims to see how far the influence of one independent variable on the dependent variable by assuming the other variables are constant. So this t statistic test is used to find out whether there is a partial effect between location, price and service quality on purchasing decisions. In this test, if  $t_{\text{arithmetic}} > t_{\text{table}}$  or significance of t arithmetic (p-value)  $< \alpha$ , then this means there is a statistically significant effect between the independent variables on the dependent variable. To determine whether an hypothesis is accepted or rejected, a significant test is carried out on decision making:

**1. Location (X<sub>1</sub>) influences the Purchasing Decision (Y)**

H<sub>0</sub>: Location has no effect on house purchase decisions

H<sub>1</sub>: Location influences house purchase decisions

In Table 2, column Sig. for the location variable has a value of 0.053, because the location value (X<sub>1</sub>) = 0.05, it can be stated to be significant. And the value of t arithmetic (1,961) > t table (1,660) is stated to be influential.

So it can be concluded that H<sub>0</sub> is rejected, H<sub>1</sub> is accepted, which means location has a positive and significant effect on purchasing decisions.

**2. Price (X<sub>2</sub>) influences the Purchasing Decision (Y)**

H<sub>0</sub>: Price has no effect on house purchase decisions

H<sub>1</sub>: Price influences house buying decisions

In Table 2 column Sig. for the price variable has a value of 0.007, because the price value (X<sub>2</sub>) < 0.05, it is stated to be significant. And the value of t arithmetic (2.742) > t table (1.660), it is stated to be influential. So H<sub>0</sub> is rejected H<sub>1</sub>, accepted, which means that the price has a positive and significant effect on purchasing decisions.

**3. Service quality (X<sub>3</sub>) influences Purchasing Decisions (Y)**

H<sub>0</sub>: Quality of service has no effect on house purchase decisions

H<sub>1</sub>: service quality influences house purchase decisions

In Table 2 column Sig. for service quality variables have a value of 0.005, because the value of service quality (X<sub>3</sub>) < 0.05 is said to be significant. And the value of t arithmetic (2,873) > t table (1,660), it is said to be influential. So H<sub>0</sub> is rejected, H<sub>1</sub> is accepted, which means that service quality has a positive and significant effect on purchasing decisions.

**b) F test**

F test is performed to determine the effect of the independent variables on the dependent variable simultaneously. The following is Table 4 the F-Test Results.

**TABLE 4. F-TEST RESULTS**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	99,670	3	33,223	18,943	,000 <sup>b</sup>
	Residual	168,370	96	1,754		
	Total	268,040	99			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), KUALITAS PELAYANAN, LOKASI, HARGA

Based on Table 4 F Test Results obtained Sig = 0,000 so that this study considered all the dependent variables simultaneously (together) affect the dependent variable and significant. And it can be seen that F arithmetic (18,943) > F table (2.47) then it means that the effect of H<sub>0</sub> is rejected and H<sub>1</sub> is accepted. It means that location, price and quality of service together (simultaneously) affect the purchase decision. Then it can be said that H<sub>4</sub> can be accepted.

**5) Correlation Analysis Between Dimensions**

Correlation test between dimensions is intended to test the strongest relationship on the dimensions of location, price and service quality variables on purchasing decisions. The closeness of this relationship is expressed in the form of correlation coefficient.



TABLE 5. CORRELATION MATRIX BETWEEN DIMENSION RESULTS

Variable	Item	Purchase Decision				
		KPB1	KPB2	KPB3	KPB4	KPB5
Location	LK1	.011	.083	.032	.074	.013
	LK2	.019	.024	.159	.080	.038
	LK3	.075	.047	.038	.144	.013
	LK4	.009	.081	.031	.074	.014
	LK5	.139	.234	.101	.007	.023
Price	HG1	.030	.158	.239	.319	.085
	HG2	.305	.447	.144	.221	.233
	HG3	.267	.189	.343	.440	.328
	HG4	.130	.243	.296	.336	.173
	HG5	.293	.335	.206	.184	.299
Service Quality	KP1	.114	.269	.259	.028	.116
	KP2	.207	.341	.384	.204	.271
	KP3	.195	.272	.313	.188	.282
	KP4	.212	.227	.267	.240	.378
	KP5	.245	.266	.173	.195	.310

Based on Table 5 Correlation Matrix Results between Dimensions obtained:

1. In the location variable ( $X_1$ ), the largest number is obtained with a value of  $r = 0.234$  or 23.4% in LK5, namely the location of housing close to the workplace is the highest factor when deciding to buy a house (Y).
2. In the variable price ( $X_2$ ) obtained the largest number with a value of  $r = 0.447$  or 44.7% in HG2 ie the price given by the developer influences the purchase decision of the house (Y).
3. The service quality variable ( $X_3$ ) obtained the largest number with a value of  $r = 0.384$  or 38.4% in KP2, namely marketing and developers that can be trusted to influence one's decision to buy a house (Y).

**Effect of Location Variables on Purchasing Decision Variables**

Hypothesis test shows that location variables have a positive relationship and have a significant influence on consumer decisions in buying a house in Krakatau Park Residence.

The results of this study are in accordance with previous research conducted by Elina Monica (2018), the research title Influence of Price, Location, Building Quality and Promotion of Interest in Purchasing Housing of Taman Safira Bondowoso. The results of the study with a significance level of 10% produced a t-test of 2.719, so  $r\text{-count} > r\text{-table}$  ( $2.719 > 1.67155$ ). This shows that the location variable has a positive relationship and has a significant influence on the decision to buy a house in Taman Safira Bondowoso Housing.

**Effect of Prices on Purchasing Decisions**

Hypothesis testing shows that the price variable price has a positive relationship and has a significant influence on consumer decisions in buying a home in Krakatau Park Rseidence.

The results of this study are in accordance with previous research conducted by Elina Monica (2018), the research title Influence of Price, Location, Building Quality and Promotion of Interest in Purchasing Housing of Taman Safira Bondowoso. The results of the study with a significance level of 5% produce a count of 2.306, so  $r\text{ count} > r\text{ table}$  ( $2.306 > 1.67155$ ). This shows that the price variable has a positive relationship and has a significant influence on the decision to buy a house in Taman Safira Bondowoso Housing.

**Effect of Service Quality on Purchasing Decisions**

Hypothesis testing shows that location variables have a positive relationship and have a significant influence on consumer decisions in buying a home in Krakatau Park Residence.

The results of this study are consistent with previous research conducted by Beny Ady Wibowo (2017), the title of the research is Product Influence, Promotion, Location, Services, and Prices on Housing Purchasing Decisions CV. Indoland Property in Kendal. The results of the study with a significance level of 5% produce a t-test of 5.412, so  $r\text{-count} > r\text{-table}$  ( $5.412 > 1.67155$ ). This shows that the service quality variable has a positive relationship and has a significant influence on the decision to buy a house in CV. Indoland Property Kendal.

## V. CONCLUSION

Based on the results of research on location variables, price and quality of service to the decisions made, several conclusions are obtained, namely:

- 1) There is a positive relationship and significant influence of Location variables on a house purchase decision in Krakatau Park Residence.
- 2) There is a positive relationship and the significant influence of price variables on a house purchase decision in Krakatau Park Residence.
- 3) There is a positive relationship and a significant influence on the variable service quality on a house purchase decision in Krakatau Park Residence.

Based on the results of research and conclusions as mentioned earlier, the suggestions that the author can convey to the company in increasing the number of house buyers are as follows:

1. Location of building pollution-free, flood-free housing becomes the main factor when someone decides to buy a house because an area that is free of pollution and flooding will make people comfortable to live. Close to transportation routes and close to shopping centers also affects because it makes it easy for people who live to go anywhere and also buy household needs. Location close to the office is also a determining factor because if it is too far away it will make people too long on the road or can be late to get to the office. So the choice of place when building a house must be highly considered.
2. High and low prices given to customers also affect purchasing decisions. If the price is high it must be in accordance with the quality of the house being sold. The existence of promotional prices can also attract buyers and also the price must be adjusted to the location of the housing. Is there housing in the suburbs or in rural areas for example.
3. For employees who work or in other words for the company's marketing must prepare the completeness of the product in providing an explanation to customers is very important because they will know what we will sell and the information provided must also be clear. Hospitality and care for customers must also be considered so as to make customers trust and able to create good relationships with customers.

This research can be used as library material for further research regarding the Effect of Location, Price and Quality of Service on A House Purchase Decisions. There are several suggestion from researchers for further researchers as follows:

1. Further researchers are advised not to make hypotheses whose results do not have a significant influence on similar frameworks and similar case studies.
2. The next researcher needs to determine the sampling method correctly, such as determining the number of respondent samples that will be the target of research and sampling techniques, so that the results of the study are more representative of the actual state of consumers by using more appropriate sampling methods.
3. The next researcher needs to plan a research that is longitudinal in nature, in order to be able to compare changes in the research subject after a certain period of time, in order to be able to see changes in the respondent's behavior over a certain period of time.
4. The next researcher needs to plan well in terms of making the questionnaire, the method of distributing the questionnaire and the target respondent so that it is right on target and there is no systemic error (systematic error).

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