

Factors Affecting Property Purchasing Decision Making (Case Study: Cemara Asri Housing)

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Abstract: Studying consumer behavior is really needed by an organization working in a business, in order to meet the needs and desires of a very complex market so that an exchange of values between marketers and consumers can be achieved. Research on the factors that affecting property purchasing decision making is expected to be information that can be used as a reference for analyzing and reviewing the implementation of marketing strategies undertaken by developers so as to achieve optimal business organization goals. This type of research is quantitative field research with a correlational approach. This study aims to analyze what factors effect the decision to purchase property and it is estimated that there are four variables that most influence, namely the reference group, environment, price, and accessibility. The sampling technique uses a random sampling method by distributing questionnaires to 100 residents, each sample representing one occupancy in Cemara Asri Housing. Data analysis uses multiple linear regression analysis. The conclusion of the study showed that it was simultaneously at an alpha level of 0.05. The results showed that the reference group had a positive but not significant effect on purchasing decision making at Cemara Asri Housing. The environment has a positive but not significant effect on purchasing decision making at Cemara Asri Housing. Prices have a negative but not significant effect on purchasing decision making at Cemara Asri Housing. Accessibility has a positive and significant effect on purchasing decision making at Cemara Asri Housing.

Keywords: Purchasing Decision Making, Reference Group, Environment, Price, Accessibility

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I. Introduction

The increase in population also causes the need for boards. Board or house is one of the basic human needs that are urgent. Humans have basic needs that must be met. In the last decade, the growth and development of housing in Medan is very rapid, this is evident from the growth and development of its population, where the population in Medan has increased by 25% in each decade from 1980 to 1,378,955 inhabitants, until 1990, namely 1,730,750 inhabitants (BPS Sumatera Utara Province, 2011).

As the capital of the Sumatera Utara Province, Medan is a large city visited by people from various regions with different goals and interests. This situation will certainly affect the increasing need for housing products as a place to live.

In article 2 of Law No. 1 of 2011 states that housing and settlement areas are held with the principles of welfare, justice and equity, nationality, efficiency and usefulness, affordability and convenience, independence and togetherness, partnerships, harmony and balance, integration, health, sustainability and sustainability, as well as safety, security, order and order. The function of housing is not only as a residence that provides protection from the weather, but the function has increasingly developed and can become a family recreation area (Sianturi, 2006). Housing is expected to provide a home with a comfortable atmosphere and a healthy and safe environment.

Medan people tend to prefer horizontal housing over vertical. This can be seen from the lack of public interest in residential housing or other vertical housing. The number of housing complexes built shows that many people choose housing that provides security offered from the gated community. Occupancy that can provide security, comfort and supported with adequate facilities and infrastructure can provide a special attraction for today's modern society.

Studying what factors influence the decision to buy a house is interesting, because when someone buys a home it does not just involve personal decisions but also involves a culture where someone who is married and has his own income becomes a culture to have his own home, and social class or the level of income that suits the consumer (Oetomo, 2012). It is also influenced by social influences in which the role of the reference group or residents who live in housing as a material consideration in making purchasing decisions, as well as the role

and status of consumers. The family is also very decisive in making decisions in buying a house. or reference directly or indirectly in the formation of consumer attitudes or behavior (Kotler and Armstrong, 2008).

II. Literature Review

2.1 Housing

Based on Law Number 1 of 2011 concerning Housing and Settlements. Housing is a group of houses that functions as a residential or residential environment that is equipped with environmental facilities and infrastructure.

Housing can be interpreted as a reflection of the human person, both individually and in unity and togetherness with the natural environment and can also reflect the standard of living, well-being, personality, and human civilization of its inhabitants, society or a nation (Yudhohusodo, 1991).

2.2 Reference Group

According to Amirullah in Fajar (2008) a reference group is defined as a group that gives a direct or indirect influence on a person's attitude or behavior. Robins and Judge (2008) said that reference groups are characterized as groups in which a person is aware of other members and defines himself as a member, or wants to be a member, and feels that the group's members are significant to him. Reference groups are very important for marketers, where marketers can use reference groups as a source of information and influence.

According to Boyd and Larreche (2000) reference groups influence consumers by persuading and providing information about products to be purchased. The reference group will become a reference for consumers so that purchasing decisions will be made even consumers will increasingly trust and follow it if the product purchased has a high level of risk.

2.3 Environment

According to Sinaga (2010) the residential environment is a physical, chemical, and biological condition in the house, in the home and housing environment, thus allowing residents to get the optimal health degree.

Housing and housing environment health requirements are health technical provisions that must be met in order to protect residents and residents who live in the housing and/or surrounding communities. The environment has two dimensions: physical environment and social environment. Included in the social environment are all social interactions between and among the people (Peter and Olsen in Rahma, 2010). Consumers can interact with others both directly and observing. Whereas including the physical environment are all non-human aspects in the environment where consumer behavior occurs.

2.4 Price

According to Rahma (2010) consider buyers of the price of a house based on:

- a. Price match by the intended segmentation.
- b. Price matches the benefits received.
- c. Price match with the desired quality of home.

2.5 Accessibility

Accessibility can be interpreted as a measure of comfort or convenience regarding the achievement of locations and relationships with each other, the ease or difficulty of these locations in achieving transportation (Leksono, 2010). Accessibility Based on Objectives and Social Groups, accessibility can provide a measure of performance between land use and transportation systems. Housing residents see more accessibility to workplaces, hospitals, schools, shops, and recreation areas. Whereas traders pay more attention to accessibility to consumers and industrial owners are more dependent on accessibility to the labor market and the supply of raw materials for transportation.

III. Research Methods

3.1 Types and Nature of Research

This type of research is a quantitative field research with a correlational approach which is a study to find out the relationship and the level of relationship between two or more variables without any attempt to investigate influencing these variables so that there is no manipulation of variables (Sudjana, 2006).

This research is explanatory, namely research aimed at describing and explaining the nature of a situation that took place at the time of the study and analyzing the position of the variables studied and the relationship between other variables (Sugiyono, 2006).

3.2 Research Place and Time

The study was conducted at Cemara Asri Housing, Sampali Village, Percut Sei Tuan District, Deli Serdang Regency, North Sumatra Province. This research was conducted for 3 months starting from January to March 2019.

3.3 Research Population and Samples

The population (Silaen and Widiyono, 2013) are all subjects or individuals who have certain characteristics that will be studied. The population in this study were all residential dwellers in the Semara Crater Housing. Samples are the same as the taking of the population that is considered to be a representative of certain broadcasts to be measured or observed and drawn from a conclusion.

Because of population type and time considerations, the sampling method used is the probability sampling method with proportional stratified random sampling technique. This technique is used so that the selected sample can represent a proportion of certain characteristics, namely the type of occupancy. The number of samples needed in this study was 100 people. Thus, the number of samples included in this study is 100 Inhabitants, each sample representing one occupancy in the Cemara Asri complex and the sample selected with sample requirements is the direct owner of the occupancy currently occupied, bearing in mind that this research examines purchasing decisions.

3.4 Data Analysis Method

This study uses descriptive qualitative analysis method to determine the existence of relationships between dependent variables and independent using inductive statistics correlation with multiple regression analysis. The qualitative descriptive objective in this study is to provide a systematic, factual and accurate description of certain facts.

Multiple Linear Regression Analysis

The data analysis method used in this study is multiple regression analysis (Sugiyono, 2006). Therefore the research formulation in the path analysis framework only revolves around the independent variable (X_1, X_2, \dots, X_k) influencing the dependent variable Y , or how much direct, indirect, and total influence or simultaneous set of independent variables (X_1, X_2, \dots, X_k) to the dependent variable Y . Hypothesis testing using t test, F test, r squared test.

IV. Research Results

The accuracy of the sample regression function in estimating the actual value can be measured from its goodness of fit. Goodness of fit in this study includes the F test, t test and the coefficient of determination test (r square), each of which is described in the following sections.

1. Coefficient of Determination

R Square shows 0.279, which means the influence of variables $X_1 - X_4$ on the purchasing decision making variable of 27.9% while the remaining 72.1% is influenced by other variables not included in the study.

Table 1. Coefficient of Determination
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.528 ^a	.279	.248	.31781

a. Predictors: (Constant), X_1, X_2, X_3, X_4

2. Simultaneous Significance Test (F Test)

In Table 2, the fcount of 9.177 obtained with a significance value of 0.000 shows that the significance value is smaller than $\alpha = 0.050$, so it can be concluded that the variables $X_1 - X_4$ simultaneously have a significant effect on the purchasing decision making.

Table 2. F Test
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3.707	4	.927	9.177	.000 ^b
Residual	9.595	95	.101		
Total	13.303	99			

a. Dependent Variabel: Y

b. Predictors: (Constant), X_1, X_2, X_3, X_4

3. Individual Parameter Significance Test (t Test)

Based on Table 3, it can be seen that the significance value of the variables for all variables is only the accessibility variable which is smaller than the required significance (0.050), so the t-test results have a partially significant effect on the Accessibility variable on purchasing decision making..

Table 3. t Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.866	.417		6.877	.000
X ₁	.017	.059	.025	.288	.774
X ₂	.058	.078	.065	.750	.455
X ₃	-.051	.055	-.082	-.925	.357
X ₄	.304	.053	.505	5.749	.000

a. Dependent Variabel: Y

Further analysis of the results of the estimated regression is explained as follows:

a) Reference Group: based on Table 3 the regression coefficient value is 0.017 and t arithmetic is 0.288 where p-value > 0.05, direct effect so that the land area variable has a positive but not significant effect purchasing decision making.

b) Environment: based on Table 3 the regression coefficient value is 0.058 and t arithmetic is 0.750 where p-value > 0.05, statistically positive regression coefficient values indicate a direct effect so that environment variable has a positive but not significant effect purchasing decision making.

c) Price: based on Table 3 the regression coefficient value is -0.051 and t arithmetic is -0.925 where p-value > 0.05, statistically negative regression coefficient value indicates a direct effect so that price variable has a positive but not significant effect purchasing decision making.

d) Accessibility: based on Table 3 the regression coefficient value is 0.304 and t arithmetic is 5.749 where p-value < 0.05, statistically positive regression coefficient values indicate a direct effect so that accessibility variable has a positive and significant effect purchasing decision making.

V. Conclusion and Suggestion

5.1 Conclusion

Based on the results of this study, it can be concluded as follows:

1. Reference group has a positive but not significant effect purchasing decision making in Cemara Asri Housing.
2. Environment has a positive but it is not significant effect purchasing decision making in Cemara Asri Housing.
3. Price has a negative but it is not significant effect purchasing decision making at Cemara Asri Housing.
4. Accessibility has a positive and significant effect on purchasing decision making at Cemara Asri Housing.

5.2 Suggestion

Based on the results of research, suggestions that writers can give are as follows:

1. For developers, from this study the researchers suggest that occupancy with prices above Rp. 1,000,000,000 factors desired by prospective housing residents are accessibility that is close to shopping centers close to international standard schools.
2. For evaluators, from this study it can be concluded that accessibility is one of the variables forming values, especially proximity to shopping centers and proximity to education centers.
3. For further researchers who will conduct research in this research area, it is recommended to carry out more detailed research on the aspect of accessibility variable by dramatically specifically the proximity factor to shopping centers and education centers.

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