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**Marketing Strategy: Its Influence on Consumer Decisions and Satisfaction in Permata Kwangsan Residence Sidoarjo Housing**

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**Abstract**

The property business is a business that has profitable prospects, considering the increasing population which requires people to have a comfortable place to live and be in a strategic location, to make it easier for them to carry out their daily activities. However, this business is also a business that has many competitors, so it is required to be able to compete in order to remain superior or able to survive in the intense competition. Therefore, marketing strategy has an important role in business success. The purpose of this research is to analyze the influence of marketing strategy (7P) on consumer decisions and satisfaction at Permata Kwangsan Residence Sidoarjo Housing. This research was designed in the form of a causal relationship between several variables, namely marketing strategy, decisions and consumer satisfaction. In this study, the population was housing residents with a total of 80 people. The sample taken was 80 respondents using a saturated sampling technique, that is, the entire population was used as a sample. Data collection was carried out through a questionnaire. Data were analyzed using SEM PLS. The research results prove that the factors Price, Person/People and Physical Evidence have a significant positive influence on the decision to purchase a house. Meanwhile, the quality of the product/house building, promotion and process/process have no significant positive effect on the decision to purchase a house. Location has an insignificant negative effect on home purchasing decisions. Meanwhile, home purchasing decisions have a significant effect on consumer satisfaction

**Keywords:** Consumer Satisfaction, Home Purchase Decision, Marketing Strategy (7P)

**1. Introduction**

The property business is a business that has profitable prospects. The property market in Sidoarjo City in the last two years has still been dominated by the lower middle segment with prices below 500 million per unit. This market is mostly occupied by young families who need residential homes. Marketing strategy is a comprehensive, integrated and unified plan in the field of marketing. Therefore, marketing strategy has an important role in business success. One marketing strategy is the marketing mix. According to Lovelock & Wirtz (2011), the elements of the marketing mix consist of 7Ps, namely "price, product, place, promotion, people, process, physical evidence". Yuda (2018) analyzed housing marketing strategies at PT. Rojoland Indonesia Build. The results of the research show that the marketing mix influences marketing

and product sales results. Meanwhile, research by Vivaldy et al., 2023 shows that marketing strategies have a positive effect on companies in increasing housing sales volume.

Purchasing decisions are made before consumers buy a product or service. The results of Diyaastuty & Damayanti (2018) show that the marketing mix influences the decision process for purchasing a house in the Pondok Permai Giwangan Bantul housing complex. Consumer satisfaction is the survival of a company. According to Kotler & Keller (2016) explain that satisfaction is a person's feeling of happiness or disappointment that arises in someone after comparing the performance or results of a product with the expected performance or results. Marcell et al., (2020) research shows that marketing mix and customer relationship management simultaneously influence customer satisfaction, partially having a positive and significant influence on customer satisfaction in RM. New Kiosk Manado.

Permata Kwangsan Residence Sidoarjo Housing is a PT project. Gota Mulya Group as a developer, is a leading property developer based in Surabaya. Perum Permata Kwangsan Residence in Sidoarjo Regency, East Java, offers various types of minimalist design houses with varying sizes. Available unit types include: Mira Type (36/90), Ruby Type (45/105), Sapphire Type (63/144) and Diamond Type (50/90). With prices starting from IDR 368 million, and down payment installments of 2.8 million per month including VAT, BPHTB, PDAM, PLN, reservoir and sitting toilet. Housing sales fluctuate up and down, while housing residents are still dissatisfied, this is shown in the complaint data below.

Table 1. Number of Recap of Consumer Complaints

No	Type of Complaint	Number of consumers
1	The foundation is not strong enough	10
2	Roads or paving take too long	20
3	The house door is not good	8
4	Salty well water	12
5	Too deep to burrow back	9

Note. Data From Housing Management (2023)

The development of the Real Estate business in Indonesia has led to increasingly tight competition among housing developers. This causes housing developers to have to improve the services and products offered to customers. In offering housing products, housing developers are required to pay attention to factors that influence purchasing decisions and satisfaction of potential buyers. Marketing strategy factors (7P) which include Product Quality, Price, Location, Promotion, People, Process, Physical Evidence are important to analyze for the development of the real estate business. With good product quality, prices appropriate to the market, affordable location, smooth service, attractive promotions and good physical form of housing products, it will attract purchasing decisions and customer satisfaction.

Based on the results of previous research, it shows that differences in the influence of results will be a factor that influences Purchasing Decisions and Customer Satisfaction. Regarding the Product Quality factor, research by Mari Ci & Raymond (2021) states that product quality has a significant positive effect on purchasing decisions. Meanwhile, research by Nadiya &

Wahyuningsih (2020) states that product quality does not have a significant effect on purchasing decisions. On the price factor, research by Samosir et al., (2020) which proves that price has a positive and significant effect on purchasing decisions. This is different from research by Mulyadi (2022) which states that price has a negative effect on purchasing decisions. Regarding the location factor, research by Hardiansyah et al., (2019) which proves that location does not have a significant effect in the direction of a negative relationship on purchasing decisions. However, in contrast to the research of Kelvinia et al., (2021) which states that price partially influences purchasing decisions. Regarding the Promotion factor, research by Ardiansyah & Khalid (2022) states that promotions do not have a significant effect on purchasing decisions. Regarding the People factor, research by Ardiansyah & Khalid (2022) states that promotions do not have a significant effect on purchasing decisions. This is different from the research of Dilasari & Zubadi (2020) where promotions have no effect on purchasing decisions. Regarding the process factor, research by Meilani & Kartini (2020) proves that society has a significant positive influence on purchasing decisions. This is different from research by Asiati & Akbar (2019) which states that society does not have a significant positive influence on purchasing decisions. Regarding the Physical Evidence factor, research by Meilani & Kartini (2020) proves that society has a significant positive influence on purchasing decisions. However, this is not in line with research by Asiati & Akbar (2019) which states that society does not have a significant positive influence on purchasing decisions. Apart from that, the relationship between Purchasing Decisions and Customer Satisfaction shows differences where research by Bahri (2018) proves that purchasing decisions have a significant positive effect on customer satisfaction. This is different from research by Fiani & Novitasari (2022) which states that purchasing decisions have a positive effect on consumer satisfaction.

Based on the description above and review of previous research, it can be seen how important the influence of marketing strategy is on purchasing decisions and consumer satisfaction. A company needs to pay attention to its marketing strategy so that it can compete with competitors, increase sales volume and build consumer loyalty. The aim of this research is to analyze the influence of Marketing Strategy (7P) on consumer purchasing decisions as well as the influence of consumer purchasing decisions on consumer satisfaction at Permata Kwangsari Residence Sidoarjo Housing.

Based on the results of the research model below, the following hypothesis can be identified:

- H<sub>1</sub> : There is a positive and significant influence between product quality on home purchasing decisions
- H<sub>2</sub> : There is a positive and significant influence between price on house purchasing decisions
- H<sub>3</sub> : There is a positive and significant influence between location on home purchasing decisions
- H<sub>4</sub> : There is a positive and significant influence between Promotion on Home Purchase Decisions
- H<sub>5</sub> : There is a positive and significant influence between People on Home Purchasing Decisions

- H<sub>6</sub> : There is a positive and significant influence between Process on Home Purchase Decisions
- H<sub>7</sub> : There is a positive and significant influence between Psychological Evidence / Physical Appearance on Home Purchase Decisions
- H<sub>8</sub> : There is a positive and significant influence between Home Purchase Decisions on Consumer Satisfaction

The following is the conceptual framework of this research:

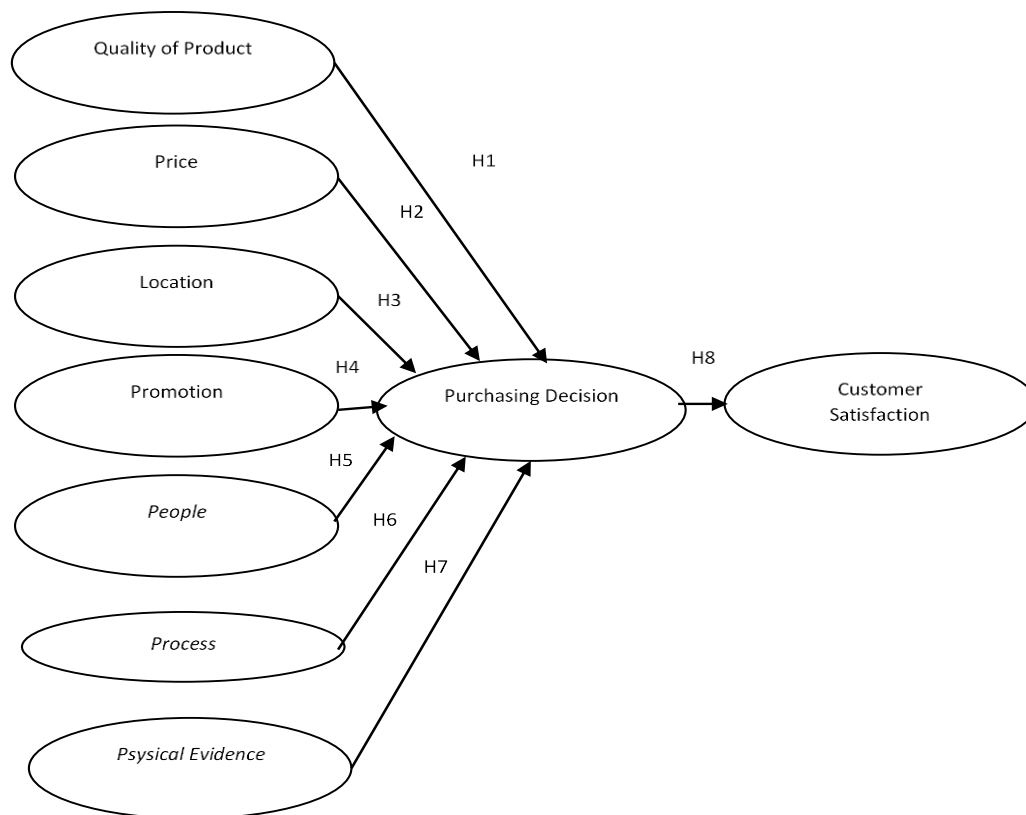


Figure1. Conceptual Framework  
Source: Research Data (2023)

## 2. Method

### 2.1 Research Design

This research is explanatory research, where research explains the causal relationship between variables through hypothesis testing. Sugiyono (2019) argues, Explanatory research is research that explains the position between the variables studied and the relationship between one variable and another variable through testing a hypothesis that has been formulated. This relationship is through a correlational relationship between variables. The research explains the influence of product quality, price, location, promotion, People, Process, and Psychological Evidence on Purchasing Decisions and Consumer Satisfaction.

### *2.2 Participant*

Population is a generalization area that includes objects or subjects with certain characteristics determined by researchers to obtain conclusions (Sugiyono, 2019: 80). The research population was all residents of Permata Kwangsan Residence Sidoarjo as many as 100 people.

### *2.3 Sampling Procedures*

The research population was 100 people. With a large population and researchers' limitations in terms of time and costs, researchers must take samples. According to Sugiyono, (2019 :81) A sample is a part of a population that has certain numbers and characteristics. The research sample was 80 people obtained from Slovin formula calculations.

### *2.4 Data Collection*

This type of research data uses quantitative data. Quantitative data is a type of data that can be measured, calculated and described numerically in research (Iqbal, 2020). The research data source uses raw data as information from respondents' responses to information related to an object or phenomenon. Primary data refers to primary data collected by researchers (Ajayi, 2017). The main data source in this research is a questionnaire. The research data collection technique uses a questionnaire which contains a list of questions to obtain information about the research.

### *2.4 Data Analysis Technique*

Data analysis is the interpretation of research to answer research questions. The research uses SEM (Structural Equation Model) with the PLS (Partial Least Square) program as a data analysis and hypothesis testing technique.

## **3. Results**

### *3.1 Outer Model Testing*

The model specification stage is concerned with setting up the internal and external models. External models, also known as measurement models, are used to evaluate the relationship between indicator variables and their corresponding constructs (Hair, 2013). The following are several tests on the Outer Model, namely:

#### **1. Convergent Validity**

An indicator is declared to meet convergent validity if it has a loading factor value  $> 0.50$  (Ghozali, 2017). The following is the overall loading factor value of this indicator:

Table 2. Convergent Validity

Variable	Indicator	<i>Original Sample Estimate</i>	<i>P-Value</i>	Hasil
Quality of Product	X1.1	0.889	0,000	Valid
	X1.2	0.934		
	X1.3	0.913		
	X1.4	0.727		
Price (X2)	X2.1	0.853		
	X2.2	0.902		
	X2.3	0.825		
	X2.4	0.765		
Location (X3)	X3.1	0.816		
	X3.2	0.879		
	X3.3	0.804		
	X3.4	0.792		
Promotion (X4)	X4.1	0.822		
	X4.2	0.819		
	X4.3	0.799		
	X4.4	0.845		
People (X5)	X5.1	0.828		
	X5.2	0.800		
	X5.3	0.813		
	X5.4	0.834		
	X5.5	0.715		
Procesc (X6)	X6.1	0.865	0,000	Valid
	X6.2	0.838		
	X6.3	0.882		
Physical Evidence (X7)	X7.1	0.723		
	X7.2	0.816		
	X7.3	0.858		
	X7.4	0.754		
	X7.5	0.859		
Home Purchase Decision (Z)	Z1	0.872		
	Z2	0.870		
	Z3	0.902		
	Z4	0.814		
	Z5	0.814		
Customer Satisfaction (Y)	Y1	0.795		
	Y2	0.906		
	Y3	0.842		

Source: Researcher Processed Data (2023)

Based on the convergent validity test shown in table 1 above, it is known that all indicators have a convergent validity value of  $> 0.5$ . so that all indicators are valid to use.

**2. Discriminant Validity**

An indicator is declared to meet discriminant validity if the cross loading indicator value on that variable is the greatest compared to other variables (Sugiyono, 2018).

Table 3. Cross Loading

Indicator	(X1)	(X2)	(X3)	(X4)	(X5)	(X6)	(X7)	(Z)	(Y)
X1.1	0.889	-0.036	-0.047	0.011	0.046	-0.049	0.031	0.067	0.035
X1.2	0.934	-0.008	-0.019	-0.019	0.103	0.017	0.070	0.106	0.068
X1.3	0.913	-0.015	0.006	0.016	0.089	-0.044	0.040	0.112	-0.001
X1.4	0.727	0.013	-0.076	-0.108	-0.017	-0.101	-0.029	-0.009	-0.050
X2.1	-0.112	0.853	0.604	0.662	0.585	0.539	0.557	0.663	0.565
X2.2	0.031	0.902	0.728	0.629	0.628	0.593	0.613	0.656	0.611
X2.3	-0.103	0.825	0.564	0.528	0.465	0.448	0.441	0.429	0.395
X2.4	0.113	0.765	0.545	0.389	0.499	0.371	0.411	0.532	0.347
X3.1	-0.093	0.767	0.816	0.685	0.630	0.591	0.629	0.658	0.572
X3.2	-0.032	0.554	0.879	0.751	0.806	0.741	0.805	0.729	0.774
X3.3	0.045	0.524	0.804	0.760	0.688	0.641	0.651	0.570	0.693
X3.4	0.046	0.573	0.792	0.629	0.663	0.619	0.647	0.593	0.539
X4.1	-0.016	0.523	0.647	0.822	0.597	0.592	0.600	0.531	0.618
X4.2	-0.147	0.620	0.707	0.819	0.616	0.618	0.602	0.641	0.574
X4.3	0.108	0.566	0.753	0.799	0.708	0.742	0.760	0.676	0.740
X4.4	0.074	0.471	0.690	0.845	0.664	0.606	0.628	0.551	0.717
X5.1	0.004	0.570	0.692	0.588	0.828	0.609	0.658	0.719	0.613
X5.2	0.029	0.606	0.671	0.581	0.800	0.586	0.604	0.640	0.520
X5.3	0.142	0.494	0.654	0.622	0.813	0.531	0.606	0.620	0.596
X5.4	0.015	0.606	0.786	0.699	0.834	0.726	0.768	0.663	0.746
X5.5	0.202	0.344	0.580	0.674	0.715	0.542	0.611	0.631	0.573
X6.1	-0.013	0.432	0.625	0.643	0.618	0.865	0.750	0.604	0.734
X6.2	0.051	0.645	0.658	0.658	0.671	0.838	0.714	0.651	0.618
X6.3	-0.091	0.450	0.751	0.725	0.652	0.882	0.815	0.679	0.740
X7.1	0.024	0.536	0.537	0.594	0.598	0.618	0.723	0.617	0.547
X7.2	-0.020	0.434	0.717	0.696	0.695	0.736	0.816	0.665	0.679
X7.3	0.094	0.498	0.729	0.643	0.684	0.783	0.858	0.644	0.724
X7.4	-0.006	0.540	0.618	0.560	0.630	0.614	0.754	0.672	0.566

Indicator	(X1)	(X2)	(X3)	(X4)	(X5)	(X6)	(X7)	(Z)	(Y)
<b>X7.5</b>	0.130	0.462	0.738	0.696	0.661	0.788	0.859	0.674	0.778
<b>Z1</b>	0.114	0.510	0.680	0.644	0.751	0.665	0.755	0.872	0.696
<b>Z2</b>	0.136	0.671	0.687	0.614	0.767	0.646	0.747	0.870	0.687
<b>Z3</b>	0.086	0.616	0.709	0.672	0.736	0.691	0.725	0.902	0.643
<b>Z4</b>	0.117	0.566	0.601	0.635	0.631	0.627	0.626	0.814	0.553
<b>Z5</b>	0.015	0.621	0.651	0.595	0.610	0.573	0.622	0.814	0.589
<b>Y1</b>	-0.033	0.379	0.568	0.669	0.551	0.553	0.533	0.482	0.795
<b>Y2</b>	0.020	0.640	0.731	0.716	0.738	0.751	0.772	0.779	0.906
<b>Y3</b>	0.107	0.426	0.684	0.683	0.630	0.733	0.757	0.578	0.842

Source: Researcher Processed Data (2023)

The cross loading values in the table above can be seen that each indicator in the research variable has the largest cross loading value on the variable it forms compared to the cross loading value on the other variables so it is declared valid.

### 3. Composite Reliability

A variable is declared to meet composite reliability if it has a composite reliability value > 0.70. The following are the composite reliability value is:

Table 4. Composite Reliability

Variable	Composite Reliability
Product/House Building Quality (X1)	0,925
Price (X2)	0,904
Location (X3)	0,894
Promotion (X4)	0,892
People (X5)	0,898
Process (X6)	0,896
Physical Evidence (X7)	0,901
Home Purchasing Decision (Z)	0,931
Customer Satisfaction (Y)	0,885

Source: Research Processed Data (2023)

Based on the data presented in the table above, it can be seen that the composite reliability value for all research variables is > 0.70. So each variable has met composite reliability so that all variables are adequate in measuring latent variables/constructs.

### 4. Cronbach Alpha

A variable can be declared reliable or meets Cronbach's alpha if it has a Cronbach's alpha value > 0.6. The following are the Cronbach alpha values for each variable:



Table 5. Cronbach Alpha

<b>Variable</b>	<b>Composite Reliability</b>
Product/House Building Quality (X1)	0,908
Price (X2)	0,859
Location (X3)	0,678
Promotion (X4)	0,675
People (X5)	0,638
Process (X6)	0,743
Physical Evidence (X7)	0,646
Home Purchasing Decision (Z)	0,731
Customer Satisfaction (Y)	0,721

Source: Research Processed Data (2023)

Based on the test results in the table above, it can be seen that the Cronbach alpha value for each research variable is > 0.60 so it is declared reliable

### 5. Average Variance Extracted

The AVE value is declared satisfactory if > 0.5. The AVE test results are shown in table:

Table 6. Average Variance Extracted

<b>Variable</b>	<b>AVE</b>
Product/House Building Quality (X1)	0,756
Price (X2)	0,702
Location (X3)	0,678
Promotion (X4)	0,675
People (X5)	0,638
Process (X6)	0,743
Physical Evidence (X7)	0,646
Home Purchasing Decision (Z)	0,731
Customer Satisfaction (Y)	0,721

Source: Research Processed Data (2023)

The results of the AVE value for the indicator block that measures the construct can be stated to have good discriminant validity because the AVE value is > 0.5. Then all construct variables were declared to have good Discriminant Validity.

### 3.2 Inner Model Testing

In this study, to test the research hypothesis, Partial Least Square (PLS) analysis was used with the SmartPLS program. Following is a picture of the proposed PLS model.

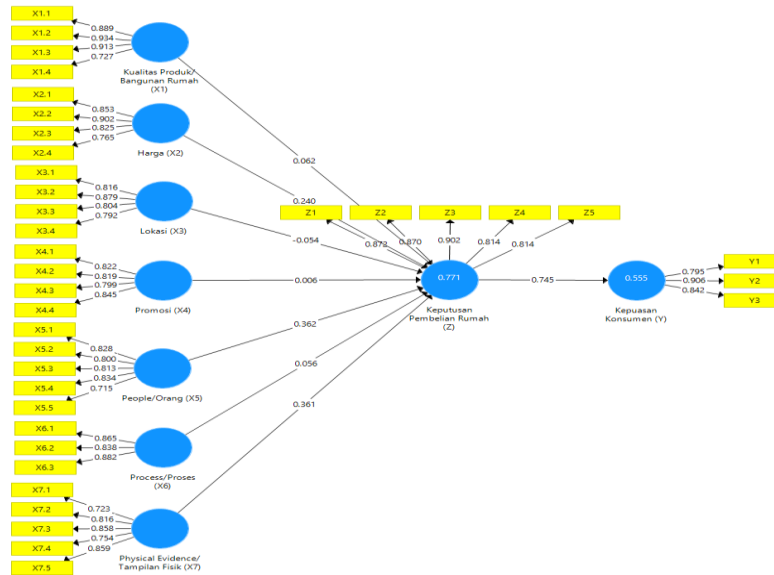


Figure 2. PLS Model Measurement  
Source: Research Processed Data (2023)

The results of the Inner Weight values in the figure above show that the Home Purchase Decision variable (Z) influences the variables Product/House Building Quality (X1), Price (X2), Location (X3), Promotion (X4), People (X5), Process (X6) and Physical Evidence/Physical Appearance (X7). Apart from that, the Home Purchase Decision variable (Z) influences the Consumer Satisfaction variable (Y) in the structural equation below:

$$Y = 0,062 X1 + 0,240 X2 - 0,054 X3 + 0,006 X4 + 0,362 X5 + 0,056 X6 + 0,361 X7$$

### 1. R<sup>2</sup> Testing

In assessing the model with PLS, start by looking at the R-square for each dependent latent variable. Changes in the R-square value can be used to assess the influence of certain independent latent variables on whether the dependent latent variable has a substantive influence. For endogenous latent variables in the structural model that have an R2 of 0.75 indicating a "strong" model, an R2 of 0.50 indicating a "Moderate" model, an R2 of 0.25 indicating a "weak" model (Ghozali, 2016). PLS output as described below:

Table 7. R-Square Value

	R Square
Home Purchasing Decision (Z)	0,771
Customer Satisfaction (Y)	0,555

Source: Research Processed Data (2023)

Based on the results of testing the R-square value above, it can be interpreted that: Product/House Building Quality Variables (X1), Price (X2), Location (X3), Promotion (X4),

People (X5), Process (X6 ) and Physical Evidence/Physical Appearance (X7) which influences the Home Purchase Decision variable (Z) in the structural model has an R2 value of 0.555 which indicates that the model is "Moderate". Meanwhile, the Home Purchase Decision variable (Y) which influences the Consumer Satisfaction variable (Z) in the structural model has an R2 value of 0.771 which indicates that the model is "Moderate". The application of the structural model can be seen from Q2, as follows:

$$\begin{aligned}
 Q^2 &= 1 - [(1 - R1)*(1 - R2)] \\
 &= 1 - [(1 - 0,771)*(1 - 0,555)] \\
 &= 1 - [(0,229)*(0,445)] \\
 &= 1 - [0,101] \\
 &= 0,899
 \end{aligned}$$

The Q2 calculation results obtained a result of 0.899 which is in the "strong" category. The predicted Q2 value has predictive relevance.

*3.3 Hypothesis Testing*

To answer the research problem formulation, t-statistics can be seen in the table below:

Table 8. Hypothesis testing

<b>Variable Relations</b>	<b>Original Sample</b>	<b>T Statistics</b>	<b>P Values</b>	<b>Note</b>
Product/House Building Quality (X1) -> Home Purchase Decision (Z)	0.062	0.910	0.363	Not significant
Price (X2) -> Home Purchase Decision (Z)	0.240	2.108	0.036	Significant
Location (X3) -> Home Purchase Decision (Z)	-0.054	0.319	0.750	Not significant
Promotion (X4) -> Home Purchase Decision (Z)	0.006	0.040	0.968	Not significant
People (X5) -> Home Purchase Decision (Z)	0.362	2.214	0.027	Significant
Process (X6) -> Home Purchase Decision (Z)	0.056	0.392	0.695	Not significant
Physical Evidence/Physical Appearance (X7) -> Home Purchase Decision (Z)	0.361	2.225	0.027	Significant
Home Purchase Decision (Z) -> Consumer Satisfaction (Y)	0.745	11.774	0.000	Significant

Source: Research Processed Data (2023)

Based on the results of hypothesis testing shown in the table above, it states that:

- a. Product/House Building Quality (X1) has an insignificant positive effect on House Purchase Decisions (Z). This is proven by the statistical T value of 0.910 which is smaller than 1.96 with a P value of 0.363 which is greater than 0.050. Apart from that, the Original Sample value is positive 0.062, indicating a unidirectional relationship.
- b. Price (X2) has a significant positive effect on the decision to purchase a house (Z). This is proven by the statistical T value of 2.108 which is greater than 1.96 with a P value of 0.036 which is smaller than 0.050. Apart from that, the Original Sample value is positive 0.240, indicating a unidirectional relationship.
- c. Location (X3) has a significant negative effect on the decision to purchase a house (Z). This is proven by the statistical T value of 0.319 which is smaller than 1.96 with a P value of 0.750 which is greater than 0.050. Apart from that, the Original Sample value is negative 0.054, indicating the opposite direction of the relationship.
- d. Promotion (X4) has an insignificant positive effect on the decision to purchase a house (Z). This is proven by the statistical T value of 0.040 which is smaller than 1.96 with a P value of 0.968 which is greater than 0.050. Apart from that, the Original Sample value is positive 0.006, indicating the opposite direction of the relationship.
- e. People (X5) has a significant positive effect on Home Purchase Decisions (Z). This is proven by the statistical T value of 2.214 which is greater than 1.96 with a P value of 0.027 which is smaller than 0.050. Apart from that, the Original Sample value is positive 0.362, indicating a unidirectional relationship.
- f. Process (X6) has an insignificant positive effect on the House Purchase Decision (Z). This is proven by the statistical T value of 0.392 which is smaller than 1.96 with a P value of 0.695 which is greater than 0.050. Apart from that, the Original Sample value is positive 0.056, indicating a unidirectional relationship.
- g. Physical Evidence (X7) has a significant positive effect on Home Purchase Decisions (Z). This is proven by the statistical T value of 2.225 which is greater than 1.96 with a P value of 0.027 which is smaller than 0.050. Apart from that, the Original Sample value is positive 0.361, indicating a unidirectional relationship.
- h. Home Purchase Decisions (Z) have a significant positive effect on Customer Satisfaction (Y). This is proven by the statistical T value of 11.774 which is greater than 1.96 with a P value of 0.000 which is smaller than 0.050. Apart from that, the Original Sample value is positive 0.745, indicating a unidirectional relationship.

#### **4. Discussion**

##### *4.1 The Influence of Product/House Building Quality on Home Purchasing Decisions*

The results of the research show that the quality of the product/house building has no significant positive effect on the decision to purchase a house. This can be seen from the t-statistic value of 0.910 which is smaller than 1.96 so it can be interpreted that the quality of the product/house building cannot be a factor that influences the decision to purchase a house. Based on the direction of the relationship, product/home building quality and home purchasing decisions have a positive relationship with a positive Original Sample value of 0.062 so that the relationship

between these variables has a unidirectional direction, meaning that the higher the product/home building quality can increase home purchasing decisions with a small influence. The research results are in line with research by Nadiya & Wahyuningsih (2020) which states that product quality has no significant effect on purchasing decisions. This is different from research by Mari Ci & Raymond (2021) which states that product quality has a significant positive effect on purchasing decisions.

#### *4.2 The Influence of Price on Home Purchasing Decisions*

The research results show that price has a significant positive effect on home purchasing decisions. This can be seen from the t-statistic value of 2.108 which is greater than 1.96 so it can be interpreted that price can be a factor that influences the decision to purchase a house. Based on the direction of the relationship, Price and House Purchasing Decisions have a positive relationship with a positive Original Sample value of 0.240 so that the relationship between these variables has a unidirectional direction, meaning that the higher the Price can increase the House Purchasing Decision. The research results are in line with research by Samosir et al. (2020) which proves that price has a positive and significant effect on purchasing decisions. This is different from Mulyadi (2022) research which states that price has a negative effect on purchasing decisions.

#### *4.3 The Influence of Location on Home Purchasing Decisions*

The research results show that location has no significant negative effect on house purchasing decisions. This can be seen from the t-statistic value of 0.319 which is smaller than 1.96 so it can be interpreted that location cannot be a factor that influences the decision to purchase a house. Based on the direction of the relationship, Location and House Purchase Decisions have a positive relationship with a negative Original Sample value of 0.054 so that the relationship between these variables has the opposite direction, meaning that the farther the location, the House Purchase Decision will decrease with a small influence. The research results are in line with the research of Hardiansyah et al. (2019) which proves that location does not have a significant effect in the direction of the negative relationship on purchasing decisions. However, in contrast to the research of Kelvinia et al. (2021) which states that price partially influences purchasing decisions

#### *4.4 The Influence of Promotion on Home Purchasing Decisions*

The results of the research show that Promotion has no significant positive effect on Home Purchase Decisions. This can be seen from the t-statistic value of 0.040 which is smaller than 1.96 so it can be interpreted that promotion cannot be a factor that influences the decision to purchase a house. Based on the direction of the relationship, Promotion and Home Purchase Decisions have a positive relationship with a positive Original Sample value of 0.006 so that the relationship between these variables has a unidirectional direction, meaning that the better the Promotion can increase the Home Purchase Decision with a small influence. The results of the study are in line with research by Ardiansyah & Khalid (2022) which states that promotions do not have a significant effect on purchasing decisions. Apart from that, it is also in line with research by Dilasari & Zubadi (2020) where promotions have no effect on purchasing decisions.

#### 4.5 The Influence of People on Home Purchasing Decisions

The results of the research show that People have a significant positive influence on Home Purchase Decisions. This can be seen from the t-statistic value of 2.214 which is greater than 1.96 so it can be interpreted that People can be a factor that influences Home Purchase Decisions. Based on the direction of the relationship, People/Persons and House Purchase Decisions have a positive relationship with a positive Original Sample value of 0.362 so that the relationship between these variables has a unidirectional direction, meaning the better People/Persons can improve House Purchase Decisions. The research results are in line with research by Meilani & Kartini (2020) which proves that people have a significant positive influence on purchasing decisions. However, this is not in line with Asiati & Akbar (2019) study which states that people have no significant positive influence on purchasing decisions.

#### 4.6 The Influence of Process on Home Purchasing Decisions

The results of the research show that People have a significant positive influence on Home Purchase Decisions. This can be seen from the t-statistic value of 2.214 which is greater than 1.96 so it can be interpreted that People can be a factor that influences Home Purchase Decisions. Based on the direction of the relationship, People/Persons and House Purchase Decisions have a positive relationship with a positive Original Sample value of 0.362 so that the relationship between these variables has a unidirectional direction, meaning the better People/Persons can improve House Purchase Decisions. The research results are in line with research by Meilani & Kartini (2020) which proves that people have a significant positive influence on purchasing decisions. However, this is not in line with Asiati & Akbar (2019) study which states that people have no significant positive influence on purchasing decisions.

#### 4.7 The Influence of Physical Evidence on Home Purchasing Decisions

The research results show that Physical Evidence/Physical Appearance has a significant positive effect on Home Purchase Decisions. This can be seen from the t-statistic value of 2.225 which is greater than 1.96 so it can be interpreted that Physical Evidence/Physical Appearance can be a factor that influences the Home Purchase Decision. Based on the direction of the relationship, Physical Evidence/Physical Appearance and Home Purchase Decisions have a positive relationship with a positive Original Sample value of 0.361 so that the relationship between these variables has a directional direction, meaning that the better the Physical Evidence/Physical Appearance can improve Home Purchase Decisions. The research results are in line with the research of Rivaldo et al. (2021) which proves that Physical Evidence has a significant positive effect on Purchasing Decisions. Research by Anggraini & Saino (2022) that physical evidence has a significant positive influence on purchasing decisions.

#### 4.8 The Influence of Home Purchase Decisions on Customer Satisfaction

The research results show that the decision to purchase a house has a significant positive effect on the decision to purchase a house. This can be seen from the t-statistic value of 11.774 which is greater than 1.96 so it can be interpreted that the decision to purchase a house can be a factor that influences the decision to purchase a house. Based on the direction of the relationship, Home

Purchase Decisions and Customer Satisfaction have a positive relationship with a positive Original Sample value of 0.745 so that the relationship between these variables has a unidirectional direction, meaning that the better the Home Purchase Decision can improve the Home Purchase Decision. The research results are in line with research by Bahri (2018) which proves purchasing decisions have a significant positive impact on customer satisfaction. Apart from that, it is also in line with research by Fiani & Novitasari (2022) which states that purchasing decisions have a positive effect on consumer satisfaction.

## **5. Conclusion**

The conclusion of this research is: Price, People and Physical Evidence have a significant positive effect on Home Purchase Decisions. Meanwhile, the quality of the product/house building, promotion and process have no significant positive effect on the decision to purchase a house. Location has no significant negative effect on home purchasing decisions. Home Purchase Decisions have a significant effect on Consumer Satisfaction. Meanwhile, suggestions for research are: 1) Researchers hope that Housing can pay attention to Prices, People and Physical Evidence/Physical Appearance of the housing offered by making housing price promotions and evaluating the physical condition of housing so that it can improve Home Purchase Decisions. 2) It is hoped that future research on the same topic will suggest using other variables that have an influence on home purchasing decisions and consumer satisfaction.

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