

THE EFFECT OF PROMOTIONS, LOCATION, AND FACILITIES ON THE DECISION TO PURCHASE SUBSIDIZED HOUSES AT PT FOR

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ABSTRACT

Introduction/Main Objectives: This study aims to find out how much Promotion, Location and Facilities Influence on the Decision to Purchase Subsidized Houses at PT Fritz Orlando Realty. The sampling technique used in this study is using the nonprobability sampling technique and using the entire number of samples into a population because the number of the population is small, namely 82 respondents. Data testing is used with SPSS software version 26. The data analysis techniques used are validity tests, reality tests, classical assumption tests, statistical tests and hypothesis tests. Based on the hypothesis test (Test t) Promotion has a positive but insignificant effect on the decision to buy subsidized houses at PT. Fritz Orlando Realty, where $t_{hitung} 1.824 > t_{tabel} 1,664$ and the resulting significance of $0,072 < 0,05$, then H_0 is rejected and H_1 is accepted. Location has a positive and significant effect on the decision to buy subsidized houses in PT. Fritz Orlando Realty, where the value of $t_{hitung} 2.156 > t_{tabel} 1,664$ and the resulting significance value is $0.034 < 0.05$, then H_0 is rejected and H_2 is accepted. Facilities have a positive and significant effect on the decision to buy subsidized houses at PT. Fritz Orlando Realty, where the value of $t_{hitung} 4.004 > t_{tabel} 1,664$ and the resulting significance value is $0.000 < 0.05$, then H_0 is rejected and H_3 is accepted. The results of the study show that Test F Promotion, Location and Facilities have a positive and significant effect simultaneously on purchase decisions with a value of $F_{hitung} 23.128 > F_{tabel} 2,72$ and significance $F_{sig} 0,00 < 0,05$

ARTICLE INFO

Keywords:
Promotio, Location, Facilities, Purchase Decision

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1. Introduction

Housing is a primary need where humans essentially need a house to live in (Saragih, 2020). A house is a place of refuge or a place to carry out daily family activities. There are still many low-income people who do not have their own houses because house prices are very expensive. With these conditions, the government provides opportunities for low-income people to own their own houses by providing housing subsidy assistance.

Subsidized housing is one of the government programs originating from the Ministry of Public Housing (PUPR). In general, regulations on subsidized housing are contained in the Decree of the Minister of Public Works and Public Housing (PUPR) Number 242/KPTS/M/2020 (Timormor, 2022a). According to the Regulation of the Minister of PUPR, there are several conditions that must be completed for the purchase of subsidized houses, such as Indonesian citizens who are at least 21 years old, the age of the applicant does not exceed 65 years old at the time the credit matures, the applicant or spouse (husband/wife) has never received government subsidies for home ownership, has an e-KTP and others. The regulation given by PUPR for consumers who want to buy subsidized houses, this rule also applies to developers. Developers must also be registered with the PUPR ministry and the house specifications must also be in accordance with PUPR government regulations. Subsidized houses are built by developer companies.

PT Fritz Orlando Realty is one of the developers in the city of Medan and collaborates with bank BTN. This company is running a project, namely Green Orlando Village housing. This housing has the advantage of a strategic and comfortable location. The construction of subsidized houses is not only built by PT Fritiz Orlando Realty and many developer companies in Medan City have also built the same business activities, so the competition is very high. Since 2015 PT Fritiz Orlando Realty has carried out subsidized house construction business activities, which can be seen from the table below.

Table 1.1 Sales Data Pt. Fritz Orlando Realty

Phase	Number of Units	Start Sales	Siap Penjualan
1	81 Unit	Tahun 2015	Tahun 2017
2	102 Unit	Tahun 2017	Tahun 2019
3	127 Unit	Tahun 2019	Tahun 2023
4	82 Unit	Tahun 2022	Tahun 2024

From table 1.1 above, it can be seen that PT Fritz Orlando Realty from Stage-1 to Stage-2 is ready to sell its house every 2 years. But unlike Stage-3, the seller is more than 2 years. The reason for the Phase-3 sales that did not run smoothly was due to the Covid-19 pandemic. The impact of this pandemic can weaken consumer economic conditions, greatly affecting purchasing decisions. The houses in stage-4 should have all been sold, because they already have a model house close to stage-3 so that consumers are interested in making purchase decisions. The house in stage-4 is not ready to be sold because the consumer economic system is still unstable due to the Covid-19 pandemic, so it can affect purchase decisions.

According to Lesmana with the title Promotions and Facilities and Their Influence on Purchase Decisions in Persada Banten Housing, "promotion has a positive but insignificant effect on purchase decisions because there are other more significant variables that can affect purchase decisions, namely facilities. According to Shalsabillah and Sugiyanto with the title The Influence of Promotion, Location, Building Quality on Buying Interest in Annieland Cisoka Tangerang Housing", namely location has a positive but insignificant effect on purchase decisions because there are other variables that affect purchase decisions such as promotion and building quality. According to Sumiyati with the title "The Influence of Price, Location and Facilities on Purchase Decisions at the Grand Mutiara Village Karawang Company", facilities have a positive and significant effect on purchase decisions. Based on the explanation that has been explained previously, the researcher is interested in conducting research

on "The Influence of Promotion, Location and Facilities on the Decision to Purchase Subsidized Houses at PT Fritz Orlando Realty".

2. Literature Review

Purchase decision is the process of formulating various alternative actions to make a choice on one of the specific alternatives to make a purchase (Firmansyah, 2018). Before making a purchase decision, consumers will first solve problems or take actions to find out information about products or services. Once the product or service has been found, consumers will not directly make a purchase decision. Because consumers have to find out more widely information about the products or services they want to buy or use so that unwanted things do not happen in the future. Prospective customers are not only looking for information about the products offered by the Company and are also interested in the promotions offered by the company. Purchase decision is the process of formulating various alternative actions to make a choice on one of the specific alternatives to make a purchase (Firmansyah, 2018). Before making a purchase decision, consumers will first solve problems or take actions to find out information about products or services. Once the product or service has been found, consumers will not directly make a purchase decision. Because consumers have to find out more widely information about the products or services they want to buy or use so that unwanted things do not happen in the future. Prospective customers are not only looking for information about the products offered by the Company and are also interested in the promotions offered by the company.

From this promotion, consumers can find out about any discounts provided by the company. If the product and price are appropriate, what needs to be considered again by the producer is promotion, namely introducing the product to consumers (Daud, 2018). So that promotions are very helpful for companies to introduce the products or services they sell so that the public can know the advantages of the products or services offered by the company. Therefore, promotions have a great influence on the purchase decisions made by consumers. If the promotion is not good or does not attract the attention of consumers, then potential consumers will not buy the products or services offered by the company. In addition to promotion, the location also affects the purchase decision that will be made by potential consumers.

Location, which is where the company conducts activities to make products available to target consumers (Sugiyanto, 2022). Location is one of the important factors in housing sales competition because the location of housing has a great influence on the purchase decisions made by consumers. The more strategic the location of the housing, the more demand for home purchases. If the location of the housing is not strategic, consumers will not be interested in making a purchase decision on housing. In addition to the location of the facility, it also affects the purchase decision.

Facility is a service provided by a housing to support or support the activities of housing residents (Sumiyati, 2017). If housing has adequate facilities and can satisfy consumers, it can attract buyers through impressions from previous buyers. Facilities can be in the form of tools, objects, equipment and others. Here the facilities in question are facilities and infrastructure that are provided to be used or used and enjoyed by consumers, both long-term and short-term facilities. Facilities that in the long term will greatly influence consumers to buy a house. If the housing facilities are good, it can increase the decision to buy a house.

3. Method, Data, and Analysis

The type of research used in this study is associative research with a cantitive approach. This study aims to find out whether there is a relationship between two or more variables in it (Qotrun, 2021).

This research was conducted at PT. Fritz Orlando Realty in the Green Orlando Village housing, which is located on Jalan Aman Damai, Sei Semayang, Sunggal District, Deli Serdang Regency. The population taken in this study is the consumers of PT. Fritz Orlando Realty who has bought a house in Green Orlando Village Housing with a standard type of building area of 36 m² and a land area of 84 m², which is a total of 82 consumers. The total population in this study is all consumers of Green Orlando Village Housing, which is as many as 82 consumers.

This study uses a sample of nonprobability sampling technique with a purposive sampling approach, which is a sampling method that is carried out based on criteria that have been set by the researcher himself and are member elements. The number of population in this study is small, namely 82 respondents, because the number of population in this study is small, namely 82 respondents, so the researcher uses the whole of the population as a sample.

The multicollinearity test aims to test whether the regression model finds a correlation between independent variables. If independent variables correlate with each other, then these variables are not orthogonal. Orthogonal variables are independent variables whose correlation values between independent variables are equal to zero. Multiple linear regression analysis is a regression model that involves more than one independent variable (Meiryani, 2021). The general equation of multiple linear regression is as follows:

$$Y = a + b_1.X_1 + b_2.X_2 + b_3.X_3 + e$$

The determination coefficient (R²) is a measuring tool to measure how far the model is able to explain the dependent variables (Imelda, 2021). The value of the determination coefficient is between 0 and 1. A partial test was used to determine the influence of each independent variable on a dependent variable of 5% significance (Ghozali, 2021). The simultaneous test F (Simultaneous Test) is used to determine whether or not there is a joint or simultaneous influence between independent variables on dependent variables (Meiryani, 2021).

The third part of the manuscript, "Methods, Data, and Analytics" is designed to describe the nature of data. These methods should be well elaborated and improve the model, analytical approach and steps taken. The equation should be numbered as we illustrate. This section usually has the following sub-sections: Sampling (description of the target population, research context, and unit of analysis; samples; and respondent profiles); data collection; and measurement (or alternatively, measurement). The research methodology should include the following points: A brief explanation of the research methodology is prevalent; the reasons for choosing a particular method are well explained; accurate research design; sample design accordingly; the data collection process is carried out correctly; Relevant and state-of-the-art data analysis methods

4. Result and Discussion

The results of this study show that the descriptive of the respondents, starting from a sample summary through a questionnaire with data of 82 respondents entitled "The Influence of Promotion, Location, and Facilities on the Decision to Purchase Subsidized Houses at Pt Fritz Orlando Realty (Case Study of Green Orlando Village Housing)", can be seen from the table below :

Table 1.2 Characteristics of Respondents by Gender

Gender	People Frequency	Percentage (%)
Men	30	36,6
Woman	52	63,4
Age (Years)		
21 – 30	63	76,8
31 – 40	16	19,5
41 – 65	3	3,7
Work		
Private Employees	65	79,3
Wiraswasta	15	18,3
PNS (Honorar)	2	2,4

Tabel 1.3 Uji Multikolinieritas

Variabel	Collinearity Statistic	
	Tolerance	VIF
Promotion	0,512	1.955
Location	0,583	1.715
Facilities	0,720	1.389

The results of the multicollinearity test above resulted in a Collinearity Statistics VIF value for the three independent variables less than 10 as the standard value limit. The results of the Collinearity Statistics Tolerance value for the three independent variables were greater than the permissible tolerance value of 0.1. Therefore, it was concluded that the research data used in this study did not find symptoms of multicollinearity, so the data was suitable for use.

The result of the table below can be concluded that the multiple linear regression equation can be formulated as follows: $Y = 7.930 + 0.241 X_1 + 0.288 X_2 + 0.126 X_3 + e$. The result of the constant value in the multiple linear regression analysis can be seen which is 7.930. The coefficient of $X_1 = 0.241$, the result of the promotion regression coefficient is 0.241, so it can be seen that promotion has a positive effect on purchase decisions. The result of the location regression coefficient is 0.288, so it can be seen that the location has a positive effect on the purchase decision. The result of the facility regression coefficient is 0.126, it can be seen that the facility has a positive effect on the purchase decision.

Table 1.4 multiple linear regression analysis

Model		Unstandardized		Coefficients
		B	Std. Error	Coefficients
				Beta
1	(Constant)	7.930	3.011	
	PROMOTION	.241	.132	.210
	LOCATION	.288	.134	.233
	FACILITIES	.354	.088	.389

Table 1.5 Test Coefficient of Determination

Model	R	Model Summary ^b		
		R Square	Adjusted the R Square	Std. Error of Estimate
1	.686 ^a	.471	.450	2.12248

a. Predictors: (Constant), FACILITIES, LOCATION, PROMOTION
b. Dependent Variable: PURCHASE DECISION

The results of the determination coefficient test above, it can be seen that the value of the determination coefficient (R Square) is 0.471. So that as many as 47.1% of purchase decisions at Pt. Fritz Orlando Realty are influenced by promotions, location and facilities, while the remaining 52.9% of purchase decisions are influenced by other variables that are not examined in this study

Table 1.6 Partial Test (T-Test)

Model		Unstandardized Coefficients		Standardize	T	Sig.
		B	Std. Error			
1	(Constant)	7.930	3.011		2.633	
	PROMOTION	.241	.132	.210	1.824	
	LOCATION	.288	.134	.233	2.156	
	FACILITIES	.354	.088	.389	4.004	

From the table above, it can be explained that the results of the partial test of the Promotion variable have a positive and insignificant influence on purchase decisions with a calculation of 1,824 > a table of 1,664. Thus the H1 hypothesis is accepted. Location had a positive and insignificant influence on purchase decisions with a calculation of 2,156 > a table of 1,664. Thus the H2 hypothesis is accepted. Facilities have a significant influence on the decision to make a decision with a calculation of 4,004 > a table of 1,664. Thus the H3 hypothesis is accepted.

Table 1.7 Uji Simultan (Uji F)

Model		ANOVA ^a			F	Sig.
		Sum of Squares	Df	Mean Square		
1	Regression	312.567	3	104.189	23.128	.000 ^b
	Residual	351.384	78	4.505		
	Total	663.951	81			

The table above explains the results of simultaneous tests for the independent variable to the bound variable, where the value of Fcal is 23.128 > Ftable 2.72 and the significance of Fsig is 0.00 < 0.05, then the variables of promotion, location and facilities show simultaneously (together) have a significant positive influence on the bound variable, namely the purchase decision. Thus the H4 hypothesis proposed was accepted.

The Influence of Promotions on Purchase Decisions

Promotion is an effort by the company to introduce the products it sells so that it can be known by consumers, so that consumers can decide to buy the products offered by the company. For companies, promotion is very important because promotion can increase sales opportunities and decrease sales. The more attractive the promotions offered by the company, it can increase sales because consumers will tell friends, family and others that the promotions offered by the company are very attractive. Likewise, vice versa, if the promotions offered by the company do not attract the attention of consumers, the company's sales can decrease. For consumers, promotions are also very important because from this promotion, consumers can find out what promotions are offered by the company.

The Influence of Location on Purchase Decisions

Location is one of the most important factors in housing sales competition because housing location greatly affects the purchase decisions made by consumers. The more strategic the location of the housing, the more demand for home purchases. If the location of the housing is not strategic, consumers will not be interested in making a purchase decision on housing.

The Effect of Facilities on Purchase Decisions

Facilities are facilities and infrastructure offered by companies to consumers in order to be able to make consumers happy to do their daily lives. Facilities can be in the form of tools, objects, equipment and others. The facilities offered by the company can be used in both long-term and short-term forms.

The Influence of Promotions, Locations and Facilities on Purchase Decisions

From the results of this study, it is said that simultaneously promotion, location and facilities have a positive effect on the decision to buy subsidized houses in Pt. Fritz Orlando Realty. It can be concluded that the results of the simultaneous significance test (F-test) with an F_{cal} value of F_{cal} of 23,128 > F_{table} 2.72 with a significance level of $0.00 < 0.05$. Therefore, through the acquisition of the results of the determination coefficient test, it can show the value of the determination coefficient (R Square) obtained at 0.471. So that 47.1% of purchasing decisions at Pt. Fritz Orlando Realty are influenced by promotions, location and facilities, and the remaining 52.9% of purchasing decisions are influenced by other variables that were not examined in this study. So that the research conducted by the author, namely, promotions, locations and facilities affect purchase decisions because Pt. Fritz Orlando Realty has promotions, locations and facilities that are in accordance with consumer needs so that consumers are interested in making purchase decisions.

5. Conclusion and Suggestion

Based on the hypothesis test (t-test) Promotion has a positive effect on the decision to buy subsidized houses at Pt. Fritz Orlando Realty, where the t_{count} value is 1,824 > 1,664 t_{table} and the resulting significance is $0.072 < 0.05$, then H_0 is rejected and H_1 is accepted. This means that the Promotion variable (X_1) partially has a positive but not significant effect on the purchase decision.

Based on the hypothesis test (t-test) Location has a positive effect on the decision to purchase subsidized houses at Pt. Fritz Orlando Realty, where the calculated value is 2,156 > 1,664 and the resulting significance value is $0.034 < 0.05$, then H_0 is rejected and H_2 is accepted. This means that the Location variable partially has a positive but insignificant effect on the purchase decision. Based on the hypothesis test (t-test) of the facility has a positive and significant effect on the decision to purchase subsidized houses at Pt. Fritz Orlando Realty, where the calculated value of 4,004 > t_{table} 1,664 and the resulting significance value is $0.000 < 0.05$, then H_0 is rejected and H_3 is accepted.

This means that brand image variables partially have a positive and significant effect on purchase decisions. Based on the simultaneous test (Test F) of Promotion, Location and Facilities have a positive and significant effect simultaneously on the purchase decision with a value of $F_{cal} 23,128 > F_{table} 2.72$ and F_{sig} significance of $0.00 < 0.05$. This means that the variables of promotion, location and facilities show simultaneously (together) a significant positive influence on the bound variable, namely the purchase decision. Thus the H4 hypothesis proposed was accepted.

Based on the results of the research, discussion, and conclusions obtained, the suggestions that can be given by the researcher to the Company, where PT. Fritz Orlando Realty is advised to further improve the purchase decision by providing housing that is in accordance with basic needs, further increasing the promotion so that housing is more widely known to the community, especially people near and around the housing. The location is further improved by providing location visibility that is closer to the highway and easy to reach. Facilities can be improved, such as making a wide highway to housing so that consumers can easily access housing locations.

PT. Fritz Orlando Realty should be able to determine from the results of the respondents' answers that they disagree should maintain and improve the promotion of the location and facilities, by offering more promotions that can attract the attention of consumers. It offers a more strategic location close to the rice road and many public facilities that the Company provides for consumers. For future researchers who will conduct research on the same topic, they can add other variables that can influence purchase decisions, for example, house prices. This was done to add a reference for Pt. Fritz Orlando Realty in designing an appropriate marketing strategy to increase the sales of his house.

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