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Analysis of Influencing Factors Vertical Building Purchase Decisions: Case Study At Vida View Apartments Makassar

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Abstract: There are differences in the decision-making process in planning to buy an apartment when compared to the decision-making process for buying a landed house. Purchasing decisions that the company can know well are very useful for the company in determining the right marketing strategy so that it can produce optimal sales levels. This research aims to determine the factors that influence consumer decisions in the apartment purchasing process and how to implement them into sales strategies. The object of this research is Vida View Apartments in the city of Makassar. This research uses quantitative methods. Data collection in this research used a questionnaire with a population of 564 prospectives and previous buyers of Vida View Apartments. Sampling was carried out using a random sampling method with a total sample of 465 prospective and previous buyers. The analytical method used is exploratory quantitative using the SPSS application. From the results of this research, 5 new factors were formed that influence vertical building purchase decisions, namely, investment value and facilities, brand value, promotional strategy, social environment and ease of financing, with the most dominant new factor is investment value and facilities (55.026%). These findings can be used as a reference in formulating sales strategies, pricing strategies and promotional strategies for Vida View management or similar business in their efforts to increase sales.

Keyword: Purchase Decision, Apartment Facilities, Investment Value, Apartment Promotion Strategy, Vida View Makassar Apartment.

INTRODUCTION

Makassar, the capital of South Sulawesi Province, is one of the largest cities in terms of population in Indonesia after Jakarta, Surabaya, Medan, Bandung, Semarang and Palembang, making Makassar city the gateway to Eastern Indonesia. This condition makes Makassar one of the central cities for Indonesia's economic growth along with Medan, Jakarta and Surabaya.

As a city with an economic growth rate that is always above the national economic growth average, Makassar grows very quickly. New business centers continue to increase as the land that can be used for residential use decreases for the community. Paddiyatu (2022)

also conveyed the same thing, that gradually empty land in urban areas, especially Mamminasata (Makassar Maros Sungguminasa Takalar) will change its function to housing and settlements. As time goes by, the development of residential housing will expand outside the city.

Table 1. Comparison of Indonesia's Gross Domestic Product (GDP) with the Gross Regional Domestic Product (GRDP) of Makassar for the 2018-2022 Period According to Expenditures at Constant Prices

	2018 %	2019 %	2020 %	2021* %	2022** %
Gross Domestic Product (GDP)	5,17	5,02	- 2,07	3,70	5,31
Gross Regional Domestic Product (GRDP)	8,42	8,79	- 1,27	4,47	5,40

Source: Central Statistics Agency (2018-2022)

This phenomenon results in high land prices in business center areas or city center so that land prices or property prices in these areas become expensive. This is in line with Pratama (2021), that the value of land has a negative correlation with the distance of the plot to the city center, the farther from the city center the lower the value, and conversely, the value of land that is located closer to the city center and the crowds, or located exactly in city center and crowds will have high land values.

The consequences that arise for prospective property buyers as a result of this phenomenon are that prospective buyers have to look for property or residence outside the business center or city center, where prices are relatively affordable, but in general, residential areas outside the business center or crowds are quite far away from the city center.

One alternative for prospective property buyers who have a preference for living in strategic locations with high accessibility is to buy a vertical residence or apartment, as stated in Tang (2022), that prospective buyers choose to live in vertical buildings in the city center for reasons of location and accessibility, such as proximity to workplaces, shopping centers and public transportation which makes it easier to travel.

This phenomenon and opportunity makes Makassar a destination for business development for property developers, especially apartment products. In 2011, the first apartment was developed in Makassar, the Royal Apartment by PT. Asindoindah Griyatama, Suwandari (2018). Vida View Apartments began to be developed in 2012 by Ciputra Group. In 2016, PT. Wika Realty, Tbk. started the Tamansari Skylounge apartment located at Sultan Hasanuddin Airport. Following in 2019, Ciputra Group presented its second apartment, the Delft Apartment. In the same year, PT. Indonesia Paradise Property, Tbk. (Plaza Indonesia Group), presents the first high end apartment in Makassar, Sudirman 31. Finally in 2021, FKS Group presents the Bandaraya apartment.

Table 2. Apartments in Makassar

Apartment	Year Developed	Total Towers	Total Units	Units Sold	Occupancy Rate	Products	Product Area	Price	Facilities
Royal Apartment (data per 2018)	2011	2	564	60%	30%-40%	1BR 2BR 3BR	45 sqm 90 sqm 180 sqm	900 Million 1,8 Billion 3,8 Billion	Gym, Jogging Track, Swimming Pool, Relaxing Area, Mini Market, Spa, Beauty Salon, Lounge, Sky Dining, Laundry, Bakery, One Gate Access, 24 hours-Security
Vida View Apartment (data per 2023)	2012	3	2.142	60%	72%	1BR 2BR 3BR	24 sqm 41 sqm 93 sqm	500 Million 1,1 Billion 2,2 Billion	Gym, Swimming Pools, Open Air Plaza, Mini Market, Beauty Salon, Laundry, 24 hours-Security
Tamansari Skylounge (data per 2023)	2016	2	630	86%		Studio 1BR 2BR	24 sqm 36 sqm 47 sqm	500 Million 700 Million 1 Billion	Lobby, Commercial Area, Garden Café, Swimming Pool, Park, Jogging Track, Fitness Center

Apartment	Year Developed	Total Towers	Total Units	Units Sold	Occupancy Rate	Products	Product Area	Price	Facilities
Delft Apartment (data per 2023)	2019	1	924	100%	50%	Studio 1BR 2BR 3BR	26 sqm 44 sqm 53 sqm 79 sqm	600 Million 1,1 Billion 1,3 Billion 1,9 Billion	24 hours-Security System, Spacious Road, Parking Lot, Park, CCTV, Worship Place, Mini Market, Green Space, Sport Facilities
Sudirman 31 (data per 2023)	2019	1	231	85%	30%	Private Suite 3BR 2BR	163-170 sqm 146-153 sqm 80 sqm	4,9 Billion 4,5 Billion 2,4 Billion	24 hours Concierge Service, Direct Access to Hyatt Place, Lobby, Swimming Pool, Lounge, Meeting Room, Gym, Kids Club, Restaurant, Private Lift
Bandaraya (data per 2023)	2021	2	906	31%	30%	Studio 1BR	14-27 sqm 25-36 sqm	250 Million 400 Million	Shuttle Bus, Parking Lot, Sport Field, Indoor Gym, Coffee Shop, Retail Shops

Source: Researcher

Table 2 shows the level of competition from apartment developers in Makassar. Each of these apartment products has a different target buyer segment, where the factors that determine consumer purchasing decisions are also different. Due to this high level of competition, research is needed to look for factors that influence prospective buyers when deciding to buy an apartment.

The new thing conveyed in this research is that research related to the factors that determine the decision to purchase an apartment in Makassar is still very rarely carried out. Therefore, with this research, it is hoped that this research can help in formulating the right strategy for apartment developers, especially apartment developers who intend to expand to Makassar. The aim of this research is to determine the factors that influence consumer decisions in the apartment purchasing process and how to implement them into sales strategies.

METHOD

This research uses quantitative methods by collecting data using questionnaires with a population of 1242 people who are prospectives and previous buyers of Vida View Apartments from 2012 to 2023. By using the Slovin formula, the minimum sample for this research was 93 people.

$$n = \frac{N}{1 + N(e)^2}$$

n = Number of samples/respondents

N = Number of population

e = sampling error tolerance; e= 0.1.

Questionnaires were distributed to 564 prospectives and previous buyers on a Likert scale of one to five. The object of this research is Vida View Apartments in Makassar. This research is planned to be carried out for 3 months, from January 2024 to March 2024. Sampling was carried out using a random sampling method with a sample size of 465 prospectives and previous buyers. The data analysis method used is Exploratory Factor Analysis (EFA), which is a statistical method used to build structural models consisting of a set or many variables. Data processing in this research uses the SPSS application.

Table 3. Factor Definitions

Factor	Item
X1	Apartment Brand
X2	Developer reputation
X3	Developer guarantee that is related to the building

X4	Has complete facilities (swimming pool, fitness, children's play ground)
X5	Provides a better return on investment than deposit interest
X6	Have complete permits (IMB, SLF)
X7	Readiness of apartment ownership certificate
X8	Affordable price
X9	Attractive promotion design
X10	Furniture promotion gimmick
X11	Electronic promotion gimmick (Television, Air Conditioner, Refrigerator, Water Heater)
X12	Cost subsidy for apartment ownership credit and insurances promotion gimmick
X13	Smart features promotion gimmick (Smart Door Lock, Smart Switch, Lamp Dimmer, Motion Sensor)
X14	Discount promotion gimmick
X15	Additional prize promotion gimmick (Fine Gold, Shopping Voucher)
X16	The size of apartment unit
X17	Quality of work (finishing and interior)
X18	Good interior design
X19	Apartment that have been completed, can be immediately occupied/rented
X20	Attractive building exterior / facade design
X21	Strategic location (close to workplaces, tourist destinations, schools, shopping centers places of worship, health facilities, residential areas, city centers)
X22	Easy access to the airport / port
X23	Well-organized environment (parks, facilities)
X24	Availability of adequate parking lot
X25	Availability of internet network
X26	24 hour security
X27	Good after sales service
X28	Maintenance Fee that must be paid
X29	Choice of banks that collaborates with the developer
X30	Low bank interest
X31	Ease and speed of processing at the bank
X32	There are VAT incentives from the government
X33	Urban lifestyle
X34	The influence of information from the internet, word of mouth
X35	Influence from family / other close relations

Source: Researcher

The Exploratory Factor Analysis (EFA) test is a construct validity test that helps researchers to identify factors that can be contained in a measurement construct (Azwar, 2015). The EFA test helps researchers find out the group of factors that form the variables studied, in this case the decision to purchase a vertical building.

Reliability testing is a series of tests to find out whether the measuring instruments or questions used are consistent or reliable in measuring the variables to be measured (Azwar, 2015). This test was carried out to find out whether the questions used could provide similar or relatively the same results if given to different respondents. This research uses the Cronbach's Alpha reliability test using SPSS by looking at the Cronbach's Alpha value and the Corrected Item Total Correlation value to see the different power of each question item. This distinguishing power is used to determine the extent to which items can differentiate one respondent from another. Referring to the opinion of Azwar (2015) that an item is said to have adequate differentiating power if the resulting Corrected Item-total Correlation value is ≥ 0.30 .

Confirmatory Factor Analysis (CFA) is an analysis carried out to follow up on the results of the EFA test and see whether the factors formed from the EFA test are consistent with the actual construct or not. This can be seen from the factor loading value resulting from the CFA test for each component which must be above 0.3 and see whether each item in each factor still converges on 1 factor (component) (Hair et al., 2010).

RESULTS AND DISCUSSION

Results

Buying decision

According to Arief (2022), regarding the decision to purchase a house in the city of Batam, it was revealed that the purchase decision was influenced by the attributes of the house (single house, detached house, quality of construction, size and number of rooms in the house, presence of a garage or warehouse), housing location (distance from office where you

work, children's education, public transportation facilities, malls, city center, etc.), as well as the environment around housing (green areas, security, quality of infrastructure). Redjo (2020) in his research in the city of Malang concluded that the dominant factor in determining the decision to purchase a property is lifestyle.

Cheam's (2023) research in Kota Bharu, Kelantan, involving 382 respondents, concluded that location and promotions influence purchasing decisions. This conclusion is in accordance with research conducted by Inesencia (2019) which divides the factors that influence purchase decisions into 2 groups, namely:

1. External Factors, which consist of:
 - a. Distance to public transportation facilities
 - b. Facilities around the apartment including health facilities, banks, restaurants, offices and educational facilities
 - c. Security and comfort in the apartment environment
 - d. Developer reputation
 - e. Availability of supporting infrastructure such as pedestrians, main roads, organized city parks
 - f. Social status
2. Internal factors, which consist of:
 - a. Renowned designer of architectural and interior design
 - b. Availability of facilities and parks

Dewabrata (2023) concluded that in deciding to buy a middle class house in the city of Surabaya, there are 7 factors that consumers consider. 1). Design, location and infrastructure (17,166%) consisting of the position of the house towards the sun and the insulation system the house has. 2). Brand and quality (9,326%) consisting of the developer's brand and development concept, the reputation of the contractor or architectural planner in the planning and construction process. 3). Legality and other technical factors (8,408%) consisting of speed of response from property brokers and suitability of information provided to prospective buyers, income of buyers, land for parking, and legality of the house being sold. 4). Ease of connection (8.075%) which consists of distance to home of consumer relations (colleagues, family, etc.), availability of internet network, quality of mobile phone signal, availability of smart home features. 5). Quality of life (7.955%) consisting of social status that is a source of pride, as well as lifestyle. 6). Financing (7,132%) consisting of bank interest rates, installment tenors that can be provided, as well as the funding sources that consumers have for purchasing the house. 7). Promotion (4,951%) consisting of advertising impressions displayed on electronic and print media.

Onggo (2018) concluded that in making purchasing decisions, consumers will consider 1). parking availability, 2). security applied in the use of access cards, 3). legal status of apartment land, 4). opportunities to get returns from investments, and 5). developer brand or reputation.

Hypothesis Development

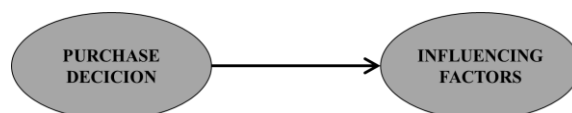


Figure 1. Conceptual Model

The EFA test is a construct validity test that helps researchers to identify factors that can be contained in a measurement construct (Azwar, 2015). The EFA test helps researchers find out the group of factors that form the variables studied, in this case the decision to purchase a vertical building.

Before identifying the EFA test results, an assumption test is first carried out to find out whether each item is correlated with each other which can be seen from the KMO or Kaiser-Meyer-Olkin value above 0.5 ($KMO > 0.5$) and the Bartlett's test significance value. of sphericity that is smaller than 0.05 ($sig < 0.05$). The following are the test results of the KMO Test and Bartlett's Test obtained from the processed results with SPSS assistance:

Table 4. KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0,970
Bartlett's Test of Sphericity	Approx. Chi-Square	14.723,285
	Df	595
	Sig.	0,000

Source: Azwar, S. 2015. Reliability and Validity (4th Edition), Yogyakarta: Student Library.

Based on the results of the KMO and Bartlett's Test in the table above, it is known that the resulting KMO value is 0.970 and the significance of the Bartlett's test is 0.000. This KMO value is greater than 0.5 or $0.970 > 0.5$ and Bartlett's test is smaller than 0.05, which means that the two assumptions of the EFA test have been met and are considered appropriate to continue in factor analysis.

Factor extraction is a step taken to see how many factors were obtained during the EFA test. The extraction of this factor can be seen through the Total Variance Explained table obtained from the EFA TEST. From the Total Variance Explained table, it is known that 5 factors or 5 components have been formed, namely components 1-5. This factor can be identified by looking at the Total Initial Eigen Values in the table above which are greater than 1. The Total Initial Eigen Values for each factor produced are: Factor 1 = 19,259; Factor 2 = 1.956; Factor 3= 1,549; Factor 4 = 1.224; & Factor 5 = 1.145

Based on the results of the factor extraction above, it can be seen that there are 5 factors that influence or shape vertical building purchasing decisions. Of the 5 factors formed, it is known that it can explain the variability of 71.808% of the 35 question items.

The results of the factor extraction that have been carried out provide information that there are 5 factors that form the decision to purchase a vertical building. The researcher then looked at the distribution of items included in each factor through the Rotated Component Matrix table obtained from the results of the EFA test analysis which is presented below:

Table 5. Rotated Component Matrix

ROTATED COMPONENT MATRIX						ROTATED COMPONENT MATRIX					
Component						Component					
1	2	3	4	5		1	2	3	4	5	
X26	.778					X1		.789			
X24	.776					X3	.437	.661			
X16	.763					X6	.446	.607			
X22	.761					X4	.491	.584			
X31	.760					X5	.463	.561			
X32	.755					X9	.304		.801		
X15	.731	.339				X10			.790		
X23	.728					X8			.740		
X21	.686					X11			.727		
X18	.682		.302			X7	.361	.438	.448		
X12	.674		.364			X28				.786	
X19	.674					X30				.772	
X17	.670		.315			X29	.312			.771	
X20	.663					X33	.302				.783
X25	.648		.306			X34	.371				.783
X27	.626			.367		X35	.426				.765
X14	.513	.468	.319								
X13	.497		.397		.380						
X2		.792									

Source: Researcher

Reliability testing was carried out on each of the 5 factors or components produced in the EFA test carried out previously. The following is a summary of the reliability and differential power tests that have been carried out:

Table 6. Reliability Test

Factor/ Component	Item	Corrected Item-Total Correlation	Cronbach's Alpha	Status	Factor/ Component	Item	Corrected Item-Total Correlation	Cronbach's Alpha	Status
Factor 1	Item12	0.812	0,970	Reliable	Factor 2	Item1	0.682	0,901	Reliable
	Item13	0.722				Item2	0.757		
	Item14	0.704				Item3	0.760		
	Item15	0.808				Item4	0.733		
	Item16	0.813				Item5	0.709		
	Item17	0.782				Item6	0.738		
	Item18	0.799			Factor 3	Item7	0.624	0,906	Reliable
	Item19	0.779				Item8	0.797		
	Item20	0.757				Item9	0.849		
	Item21	0.774				Item10	0.830		
	Item22	0.827			Factor 4	Item11	0.723	0,865	Reliable
	Item23	0.798				Item28	0.716		
	Item24	0.852				Item29	0.771		
	Item25	0.741			Factor 5	Item30	0.743	0,920	Reliable
	Item26	0.827				Item33	0.828		
	Item27	0.751				Item34	0.850		
	Item31	0.829				Item35	0.836		
	Item32	0.824							

Source: Researcher

Reliability testing is a series of tests to find out whether the measuring instruments or questions used are consistent or reliable in measuring the variables to be measured (Azwar, 2015). This test was carried out to find out whether the questions used could provide similar or relatively the same results if given to different respondents. This research uses the Cronbach's Alpha reliability test using SPSS by looking at the Cronbach's Alpha value and

the Corrected Item Total Correlation value to see the different power of each question item. This differential power is used to determine the extent to which items can differentiate one respondent from another.

Based on the results of the product moment test using SPSS, it can be seen that all the items used in this research are valid items because the resulting calculated r value moves from 0.595 to 0.815. These values are known to be greater than the r table, namely 0.098 and means that all items are valid and suitable for use in research. Based on the test results, a Cronbach's Alpha value of $0.97 \geq 0.6$ was obtained so that the questionnaire was considered reliable.

Table 7. Reliability Values

Cronbach's Alpha	N of Items
.970	18

Source: Azwar, S. 2015. Reliability and Validity (4th Edition), Yogyakarta: Student Library.

Meanwhile, the differentiating power refers to the opinion of Azwar (2015) that an item is said to have adequate differentiating power if the resulting Corrected Item-Total Correlation value is ≥ 0.30 .

Based on the description in the table above, it can be seen that all the factors produced in the research have very high reliability when referring to the opinion of Cohen & Swerdik (2009) because all factors have a Cronbach's Alpha value greater than 0.80, namely in the range of 0.865 to 0.970. As for the different power of each item on each factor, it can be seen

that overall the Corrected Item Total Correlation value is greater than 0.30. Thus, it can be concluded that the reliability of each factor in this research is very high and has good differentiating power so it is suitable to be maintained and used in this research.

Confirmatory Factor Analysis (CFA) Validity Analysis

One test of construct validity in research is Confirmatory Factor Analysis (CFA). CFA is an analysis carried out to follow up on the results of the EFA test and see whether the factors formed from the EFA test are consistent with the actual construct or not. This can be seen from the factor loading value resulting from the CFA test for each component which must be above 0.3 and see whether each item in each factor still converges on 1 factor (component) (Hair et al., 2010).

Based on the CFA test carried out on factor 1, it is known that all items have been confirmed to be on the same factor. The factor loading value produced by each item is known to be greater than 0.3, namely moving from 0.733 to a maximum of 0.873. This means that all items in factor or component 1 are valid and confirmed to only measure 1 factor. Meanwhile, the CFA test was carried out on factor 2, it is known that all items have been confirmed to be on the same factor. The factor loading value produced by each item is known to be greater than 0.3, namely moving from 0.783 to a maximum of 0.842. This means that all items in factor or component 2 are valid and confirmed to only measure 1 factor. In factor 3, it is known that all items have been confirmed to be in the same factor. The factor loading value produced by each item is known to be greater than 0.3, namely moving from 0.741 to a maximum of 0.900. This means that all items in factor or component 3 are valid and confirmed to only measure 1 factor. Based on the CFA test carried out on factor 4, it is known that all items have been confirmed to be on the same factor. The factor loading value produced by each item is known to be greater than 0.3, namely moving from 0.872 to a maximum of 0.903. This means that all items in factor or component 4 are valid and confirmed to only measure 1 factor. Based on the CFA test carried out on factor 5, it is known that all items have been confirmed to be on the same factor. The factor loading value produced by each item is known to be greater than 0.3, namely moving from 0.924 to a maximum of 0.935. This means that all items in the 5 factors or components are valid and confirmed to only measure 1 factor.

Discussion

This research was carried out in order to find out the factors that influence the decision to purchase Vida View Apartments using factor analysis with SPSS tools. The data obtained has gone through a series of validity and reliability tests, and 5 new factors were obtained.

Investment Value and Facilities

The investment value obtained by apartment buyers is the main consideration when purchasing an apartment. This value can be in the form of tangible or intangible value. Tangible value is value that can be felt physically or can be seen and touched. In this case, this means that the value perceived by consumers can be in the form of price discounts, facilities (parking, internet, security), as well as values related to legality such as ownership certificates and permits held by apartment developers. Meanwhile, intangible values are intangible values such as after-sales service, a sense of security, ease of access due to strategic location. This is in line with Vanessa (2023) who states that facilities are customer needs and expectations, both physically and psychologically, which are useful for providing comfort to consumers. Where a consumer will feel happy if the facilities offered are adequate or in line with their expectations. Facilities are not only physical, but also in the form of services provided to consumers so that they can facilitate the transaction process. This

explanation shows that the provision of good facilities must be a concern in order to influence purchasing decisions and the choice to use services. This facility also means serving consumer purchases so that they become faster and easier

Brand Value

Gupta (2020), said that the brand value provided by producers consists of 3 different types of value, namely emotional value, rational value and a description of operational efficiency for business customers. Brands that are able to provide these three types of value will generate demand for their products in a competitive market.

Promotion Strategy

Promotional strategies have a significant influence on marketing performance. In research conducted by Yasa, NNK (2020), strategic indicators for a promotion formed by variable indicators of promotional activities, price discounts and promotions via social media, play an important role in increasing competitive advantage.

Social environment

Factors that influence purchasing decisions are one of the main components of consumer behavior that leads to purchasing products or services. When consumers decide to make a purchase, this process is an integration process that combines the knowledge they have to evaluate two or more alternative behaviors, and ends by choosing one of them. The result of this process is a choice that is presented cognitively as a desire to behave. Before a consumer decides to buy a product, the consumer goes through several stages first, for example, problem recognition, information attainment, evaluation of purchasing alternatives, purchase decision and behavior after purchase. The role of the family in purchasing decisions has become an important aspect that marketers need to know, especially regarding their involvement in purchasing. (Maulana, 2023). The influence of the social environment is also in line with (Prihatiningsih, 2023) which states that consumers make decisions under the influence of external environmental factors such as cultural, social, personal and psychological factors.

Ease of Financing

The availability of financing institutions and their convenience determine potential buyers in purchasing an apartment. This is in line with research conducted by Prasetyo (2023) where 64.4% of respondents agreed that they chose to buy the Amarta View Semarang apartment because of the ease of payment transactions, such as KPR, E-Banking and Auto debit.

Naming New Factors

Table 8. Naming New Factors

Factor	Code	Construct	Loading Factor	Variance
	X12	The importance of discounts in buying an apartment	0.834	
	X13	The importance of subsidizing mortgage costs when buying an apartment	0.749	
	X14	The importance of the VAT incentives provided by the government when buying an apartment	0.733	
	X15	The importance of apartment location in buying an apartment	0.832	
	X16	The importance of easy access to an apartment (close to a mall, hospital, airport, port or place of work) in buying an apartment	0.837	
	X17	The importance of exterior design (facade / appearance of an apartment building) in buying an apartment	0.808	
	X18	The importance of the square footage of the apartment unit in buying an apartment	0.824	
	X19	The importance of the readiness of the apartment unit (ready to live in, no need to wait for it to be built first) in buying an apartment	0.804	

Investment Value and Facilities	X20	The importance of the interior design of an apartment unit (reference from show unit) in buying an apartment	0.784	19,259
	X21	The importance of the quality of the interior work of an apartment unit in buying an apartment	0.800	
	X22	The importance of a well-maintained apartment environment (park/garden) in buying an apartment	0.850	
	X23	The importance of the facilities that an apartment has, such as a swimming pool, fitness center (gym), children's play area, green space, in buying an apartment	0.823	
	X24	The importance of parking availability in an apartment when buying an apartment	0.873	
	X25	The importance of having an internet network available in an apartment when buying an apartment	0.769	
	X26	The importance of apartment security in buying an apartment	0.850	
	X27	The importance of after-sales service in buying an apartment	0.779	
	X31	The importance of permits owned by an apartment (such as IMB, Land Use Permit, SLF), in buying an apartment	0.852	
	X32	The importance of readiness of apartment ownership certificate when buying an apartment	0.848	
Factor	Code	Construct	Loading Factor	Variance
Brand Value	X1	The importance of the Ciputra Group brand in buying a Vida View apartment	0.783	1,956
	X2	The importance of Ciputra Group's reputation in buying Vida View apartments (Vida View was developed by Ciputra Group)	0.841	
	X3	The importance of the after-sales guarantee provided by Vida View, such as guarantees for leaks, electricity, building quality, when buying a Vida View apartment	0.842	
	X4	The importance of the price factor in buying an apartment	0.819	
	X5	The importance of the Maintenance Fee in buying an apartment	0.799	
	X6	The importance of apartments that can provide income (return on investment) from rentals that is greater than deposit interest in buying an apartment	0.823	
Factor	Code	Construct	Loading Factor	Variance
Promotion Strategy	X7	The importance of an attractive promotional design in buying an apartment	0.741	1,549
	X8	The importance of furniture promotion gimmick in buying an apartment	0.878	
	X9	The importance of electronic promotion gimmick (Television, Air Conditioner, Refrigerator, Water Heater, Electric Stove) in buying an apartment	0.913	
	X10	The importance of smart home promotion gimmick (Smart Door Lock, Automatic Lamp Dimmer, Hotel Switch, Motion Sensor) in buying an apartment	0.900	
	X11	The importance of additional prizes promotion gimmick (Shopping Vouchers, Fine Gold, Rice Cookers) in buying an apartment	0.824	
Factor	Code	Construct	Loading Factor	Variance
Social Environment	X28	The importance of the lifestyle of living in an apartment (convenience and practicality, social status) in buying an apartment	0.872	1,224
	X29	The importance of the influence of information from the internet, social media (Instagram, Facebook, TikTok) in buying an apartment	0.903	
	X30	The importance of the influence of information from family/relationships in buying an apartment	0.888	
Factor	Code	Construct	Loading Factor	Variance
Ease of Financing	X33	The importance of having banks choices for credit financing when buying an apartment	0.924	1,145
	X34	The importance of bank credit interest rates in buying an apartment	0.935	
	X35	The importance of ease and speed of the mortgage process at the bank when buying an apartment	0.927	

Source: Researcher

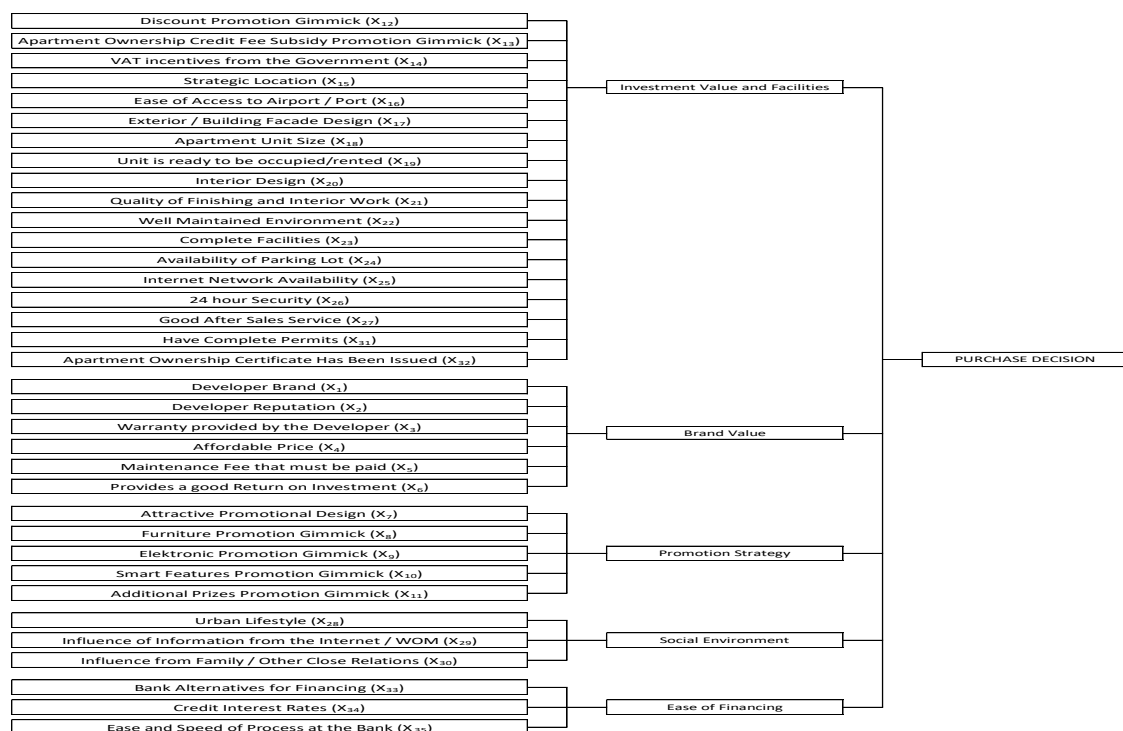


Figure 2. Overview of Factors

CONCLUSION

Based on the results and discussion of data analysis, it can be concluded that the basis for vertical building purchasing decisions is formed by 5 factors, namely: (1) The investment value and facilities factor (55.026%) with the main component being the availability of parking owned by the apartment (loading factor 0.873). (2) Brand value factor (5.588%) with the main component being after-sales guarantee provided by the apartment developer (loading factor 0.842). (3) Promotion strategy factor (4.424%) with the main components of electronic prizes being TV, AC, refrigerator, water heater, electric stove (loading factor 0.913). (4) Social environmental factors (3.498%) with the main component being information from the internet and social media (loading factor 0.903). (5) Ease of financing factor (3.272%) with the main component being bank credit interest rates (loading factor 0.935).

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