Analysis Security, Location, and Word of Mouth of the Purchase Decision for Pantai Indah Kapuk 2 Housing

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Abstract: This study aims to determine the effect of security, location, and word of mouth on the purchasing decisions of respondents who are the owners of the Pantai Indah Kapuk 2 housing. This research is descriptive in nature. Primary data and secondary data obtained. Secondary data was obtained from various sources such as journalists, books and other related primary publication data obtained by distributing questionnaires to the target respondents. Determining the number of samples using purposive sampling technique and will be distributed via Google form to at least 160 respondents obtained. The results of primary data collection will be analyzed using the SEM-PLS method. The results of this study are that security, location, and word of mouth have a significant effect on the decision to purchase the Pantai Indah Kapuk 2 housing.

Keyword: Security, Location, Word Of Mouth, Purchasing Decision.

INTRODUCTION

The property industry is one of the most resilient business sectors during the Covid-19 pandemic. This is evidenced by the immediate rise of the property industry, even though in the first quarter of 2020 it grew negatively. after demonstrating its role as one of the engines of Indonesia's post-pandemic economic recovery, the property sector can also be relied upon to spur the domestic economy. The property industry and its derivatives can become a foundation amid fears of a recession and global economic slowdown (Liputan6.com. 2022).

The property sector contributes to the national economy such as being capital-intensive, the housing sector is a capital-intensive sector, from development to financing, the property sector supports the local product industry, because 90% of building materials in home construction are local products (Liputan6.com. 2022).

In Property Growth Throughout 2020 in the second quarter Indonesia leads in Southeast Asia in the list of countries with the highest growth in residential property. In the list of Global House Price Index issued by Knight Frank Q2 2020. Indonesia recorded a growth in house prices, namely 1.6% year to date 2019 quarter two to quarter two 2020 from the same period the previous year, which caused Indonesia's position far above Singapore

(0.4%), however, the data still gives glimpses of the impact of Covid-19 with a number of countries and territories seeing price reductions (Kate Everett-Allen (2020).

The intense competition for developers in Indonesia has led to an effective and appropriate strategy pattern in building a sustainable property business. Developer competition in Indonesia with the winners of the BCI Asia Award 2021 which has the largest aggregate value of projects being built over the past year with first place being PT Intiland Development Tbk, second PT Alam Sutera Realty Tbk, third PT Ciputra Development Tbk, fourth PT PP Properti Tbk, fifth PT Jaya Real Property Tbk, sixth Sinarmas Land, seventh PT Summarecon Agung Tbk, eighth SwanCity, ninth PT Agung Podomoro Land Tbk, and tenth PT Wijaya Karya Realty, (Fadli and Alexander, 2021).

Marine Novita, The Country Manager of Rumah.com explained that the national property market is showing a trend that will continue to improve in 2022. The increase in property prices has increased rapidly compared to the previous year. The Indonesia property market index shows an annual increase in prices in the third quarter of 2022. The property price index increased by 4.9 percent on an annual basis, this increase shows acceleration when compared to the third quarter of 2021. At that time, the price index increased by 3.24 percent in compare third quarter 2020 (Antaranews, 2022).

Purchasing decision is an action taken by consumers to buy an item or service that begins to fulfill needs and ends by selecting alternatives regarding goods or services, (Tjiptono 2018) states that purchasing decisions are stages that buyers go through in determining product choices and services to be purchased. where purchasing decisions are influenced by several factors such as: Location (Sengetang, V., Mandey, S. L., & Moniharapon, S. 2019), Word of Mouth (Dewi, N. S., & Ida, B. S. 2020), security (Arasu and Viswanathan 2011).

Security is one of the factors that manufacturers take into account. When security guarantees are acceptable and meet consumer expectations, consumers will be willing to disclose their personal information and will buy feeling safe (Jefryansyah, J., & Muhajirin, M. 2020), (Resmanasari , D., Ruswandi, W., & Setiadi, S. 2020). Security at certain locations that have a high level of risk results in a decrease in property values (Arasu and Viswanathan 2011). security is the most important aspect where consumers will not purchase property without any guarantee of security. Because without adequate security guarantees it will certainly cause concern for consumers, which in turn prevents them from making purchasing decisions.

Location is a very important factor in making purchasing decisions (Sugianto, R., & Ginting, S. O. 2020). Therefore, it is important for residential property companies to pay attention to the advantages and ease of access to the selected location. In addition to the right location, property companies must also build good promotions. promotions that provide explanations and convince potential consumers about goods and services with the aim of getting attention, educating, reminding and convincing potential consumers (Radityo, at al, 2019). Location is part of the marketing mix strategy and has a very important role that can influence purchasing decisions (Hardiansyah, at al, 2019). Location is an important factor in the development of a property business, location layout relative to urban areas, how to reach and travel time from location to destination (Samudro. A & Hamdan 2022).

Word of Mouth is a positive or negative statement by potential, actual and former consumers regarding a product or company and is spread to other people directly according to Siwi, B. K., & Maskur, A. (2022). According to (Saputra, G. W., & Ardani, I. G. A. K. S. 2020). Word of mouth is a communication process providing recommendations both individually and in groups for a product or service that aims to provide personal information. Word-of-mouth is generally recognized to play a sizeable role in influencing and shaping consumer behavior. Word of mouth (WOM) is a marketing effort that triggers consumers to

talk about, promote, recommend and sell our products/brands to other customers (Ling, T. S., & Pratomo, A. W. 2020).

A new culture is developing in Indonesian society, one of which is in big cities like Jakarta to buy property from development companies that have proven to have high credibility and are trusted. Pantai Indah Kapuk 2 Housing is one of the big properties as the newest independent city with a larger area than PIK 1, which reaches 1000 hectares on land ready to build and more complete facilities designed by international consultants from the USA and provides various range of innovative products specifically tailored to the needs of consumers and investors.

Several problems occurred related to the development of Pantai Indah Kapuk (PIK) 2. Two fact witnesses, namely Lukmanul Hakim Dalimunthe and Suheri Hamid said that the 4,168 square meters of land in dispute was included in the development area of Pantai Indah Kapuk (PIK) 2, billboards had been planted on it. showing part of the construction of PIK 2, Lukmanul explained, along the way several parties claimed the same land. There were even a number of people who broke down the boundaries of the land which they said belonged to Tonny Permana and saw there were storage boxes of heavy equipment. PIK 2 Land Turns Out to be Problematic Revealed in Court (JPNN.COM, 2022). The bridge construction project that connects the Pantai Indah Kapuk 2 area and Island C as a result of the reclamation is considered to be detrimental to the fishermen of the residents of Kampung Dadap, Tangerang estuary.

The Provincial Government of DKI Jakarta has sealed the reclamation results of Islands C and D. With this sealing, there should be no development activities on the reclamated island until the regional regulations regarding zoning are completed (Kompas, 2018). Pantai Indah Kapuk (PIK), his property project, is currently experiencing serious problems. The luxury housing project was accused of being one of the causes of the flooding that hit the toll road leading to Soekarno-Hatta Airport. Indeed, this is actually not a new issue. Since it was built, this project has invited heated debate. At that time, many were worried that the construction of the project, which was located in a swampy area on the outskirts of the coast, could damage the environment. environmental experts also warned that the project could cause flooding (Asmaranababan, 2020).

Many previous studies have examined important factors that influence purchasing decisions such as: brand image (Kurniawan et al, 2018; Foster, 2016), perceived price (Victor et al, 2018), perceived risk (Maziriri et al, 2017), Hadija's location , H., Nuriatullah, N., & Nurfitriani, N. (2019), e-WOM (Siwi, B. K., & Maskur, A. (2022)), and Security (Arasu and Viswanathan 2011), and many others. Meanwhile, important factors that are closely related to the object of this research which are the main considerations for consumers in purchasing decisions are Location (Sangadji, S., Suhardi, S., & Ali, C. P. M. (2019), Word Of Mouth (Kotler & Keller, 2012)), Security (Arasu and Viswanathan, 2011) Not all of the factors studied can influence consumer purchase satisfaction in purchasing housing such as Location (Samudro. A. 2018), (Suhaily et al, 2017), Word Of Mouth (Sa'ait et al. 2016), Security (Shareef et al., 2008).

METHOD

Based on the objectives and forms of the problems in this study, this research uses a quantitative approach that is influencing between variables, namely Safety, Location and Word of Mouth as exogenous variables, while purchasing decisions are endogenous variables. So this study uses a causal relationship (causal). According to (Sugiyono, 2012) causal design is research that aims to analyze the causal relationship between the independent variables (exogenous) and the dependent variable (endogenous).

The data required for data processing with PLS-SEM requires at least 10 times the independent variables of the outer model and inner model or uses a sample size of ten times

the number of construct forming formative indicators (Hair et al., 2013). Then obtained a minimum of 160 research samples. The selection of respondents were residents of the Pantai Indah Kapuk 2 housing complex as a sample of 160 and used a purposive sampling technique, namely the selection of informants deliberately based on their ability to explain certain themes, concepts or phenomena (Robinson, 2014). The criteria for informants are consumers who are located in the Pantai Indah Kapuk 2 housing complex

Model evaluation in PLS includes two stages (Hair et al., 2013), namely: 1) evaluation of the measurement model (Outer Model) and 2) evaluation of the structural model (Inner Model). The outer model is carried out using the criteria (Vinzi et al., 2010), namely: a) Indicator reliability, indicating how many indicator variants can be explained by latent variables by taking into account the loading value. Where if the loading value is less than 0.5 then the indicator must be eliminated from the model; b) Construct reliability, which can be calculated through a composite reliability value of more than 0.6; c) Convergent validity, generally examined with a minimum average variance extracted (AVE) value of 0.5 to show a good measure of convergent validity; and d) Discriminant validity, evaluated by comparing the AVE root value must be higher than the correlation between constructs or the AVE value is higher than the square of the correlation between constructs.

The Inner Model is carried out with the criteria (Vinzi et al., 2010), namely: a) Goodness of Fit (GoF) Index, if the communalities value is obtained by squaring the loading value with criteria 0.1 (GoF small), 0.25 (GoF moderate), and 0.36 (GoF large); b) Effect Size (f2) is R2, if the interpretation of the value is 0.02 (weak exogenous latent variable effect), 0.15 (moderate exogenous latent variable effect), and 0.35 (strong exogenous latent variable effect); c) the value of Stone Geisser Q2, indicates the predictive capability of the model when it is above 0; and d) path coefficient, describes the strength of the relationship between constructs. The relationship can be obtained by the bootstapping procedure, with the criteria if the t-count> t-table (1.96) is at the significance level (α=5%), then the estimated value of the path coefficient is significant.

RESULTS AND DISCUSSION
Results
Purchasing Decisions

Before deciding to make a purchase, consumers usually consider things before making a purchase transaction. (Hidayat, T. 2020) states that basic psychological processes play an important role in understanding how consumers actually make their buying decisions. The buying decision process, namely: 1) problem recognition; 2) information search; 3) alternative evaluation; 4) purchase decision; and 5) post purchase behavior. Purchasing decision is an action taken by consumers to buy an item or service that begins to fulfill needs and ends with selecting alternatives regarding available goods or services. (Hanifaradiz, A., & Satrio, B. (2016)

Security

Security is one of the factors that manufacturers take into account. When security guarantees are acceptable and meet consumer expectations, consumers will be willing to disclose their personal information and will buy with a sense of security (Jefryansyah, J., & Muhajirin, M. 2020). Security at certain locations that have a high level of risk results in a decrease in property values (Arasu and Viswanathan 2011). Where consumers will not purchase property without any guarantee of security. Because without adequate security guarantees it will certainly cause concern for consumers, which in turn prevents them from making purchasing decisions.

H1 : Security has a significant effect on purchasing decisions for Pantai Indah Kapuk 2 housing

Location

Location is a cost and revenue driver, so location often has the power to shape a company's business strategy. A strategic location aims to maximize profits for the company (Heizer & Render, 2015). Choosing a strategic location increases housing purchasing decisions (Dwi Rachmawati, 2019). Research by (Sinambow and Trang, 2015) found that strategic location has a positive and significant effect on consumer purchasing decisions. As is the case with research by (Samudro. A & Hamdan 2022) states that the right housing location strategy will have a positive impact on purchasing decisions.

H2 : Location has a significant effect on purchasing decisions for Pantai Indah Kapuk 2 housing

Word Of Mouth

According to (Kotler and Keller 2017), Word of mouth is an offer made by people either in oral, written, or electronic communication related to the goodness of the experience of buying or using products and services, is also a form of communication mix which is of course expected can communicate something to other consumers. Meanwhile, according to (Samudro. Amzad. 2021) Word of mouth is a negative or positive statement made by actual, potential, or previous consumers about a product or company where this information is available to people or institutions via the internet media. Word of mouth or word of mouth communication is a communication process in the form of providing recommendations both individually and in groups for a product or service that aims to provide personal information (Kotler and Keller, 2012).

H3 : Word of Mouth has a significant effect on purchasing decisions for Pantai Indah Kapuk 2 housing.

Evaluation Results of the Outer Model

The loading factor of all construct items is above 0.70, so it can be concluded that all indicators in reflecting on the construct can be accepted / valid after re-estimating (drop model), because it has a value below 0.70. In addition to seeing the model on the measurement of the outer model to determine whether or not the indicators used are valid, it can also be seen in the AVE (Average Variance Excracted) results.
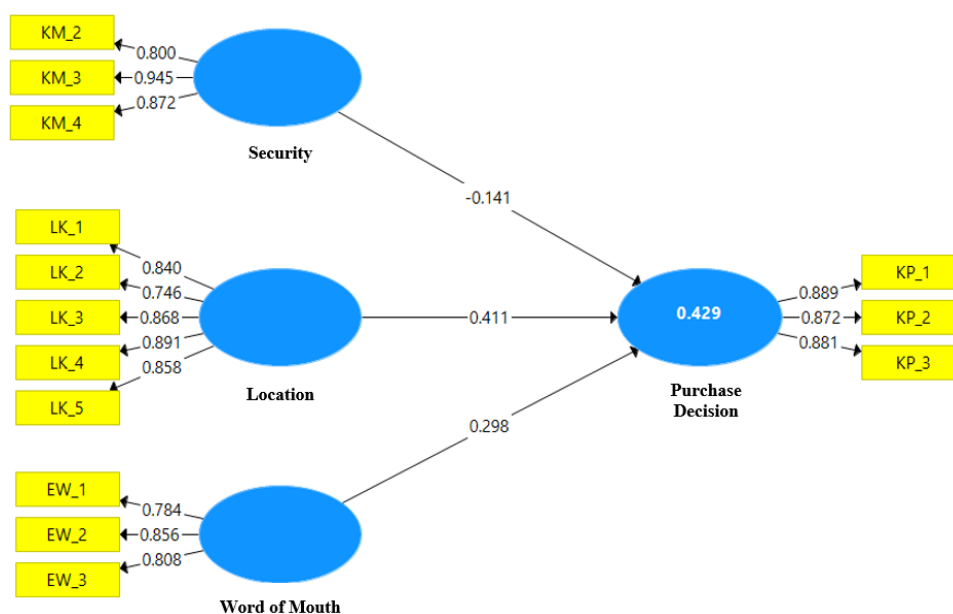

Figure 1. Convergent Validity

Table 1 AVE (Average Variance Excracted)

Variabel	AVE	Information
Purchasing Decisions	0,775	Valid
Security	0,764	Valid
Lovation	0,709	Valid
Word of Mouth	0,667	Valid

Sourche: From data processing (2023)

From Table 1 above, the decision-making criteria for all indicators in reflecting the construct have a good valid value, because it is above 0.50. This means that the measurements used have met the Convergent Validity assumption or the items have diversity in reflecting the construct.

Descriminant Validity

Testing descriminant validity, reflective indicators can be seen in the cross-loading between indicators and their constructs. An indicator is declared valid, if it has the highest loading factor for the intended construct compared to the loading factor for other constructs.

Table 2. Result Cross Loading

Items	Security	Purchase Decision	Location	Word of Mouth
EW_1	0,069	0,384	0,587	0,784
EW_2	-0,142	0,539	0,456	0,856
EW_3	0,064	0,359	0,381	0,808
KM_2	0,800	-0,054	0,027	0,027
KM_3	0,945	-0,203	-0,118	-0,044
KM_4	0,872	-0,140	-0,028	-0,013
KP_1	-0,170	0,889	0,446	0,508
KP_2	-0,114	0,872	0,583	0,492
KP_3	-0,192	0,881	0,529	0,422
LK_1	-0,043	0,524	0,840	0,507
LK_2	0,073	0,420	0,746	0,426
LK_3	-0,101	0,486	0,868	0,487
LK_4	-0,118	0,553	0,891	0,535
LK_5	-0,097	0,499	0,858	0,467

Sourche: From data processing (2023)

Table 3. Result Fornell-Larcke

Variable	Security	Purchasing Decisions	Purchasing Decisions	Word of Mouth
Security	0,874			
Purchasing Decisions	-0,179	0,880		
Location	-0,074	0,593	0,842	
Word of Mouth	-0,026	0,538	0,577	0,817

Sourche: From data processing (2023)

Internal Consistency Reliability

If all latent variable values have composite reliability values and Cronbach's alpha ≥0.7, then all latent variables have good reliability values or the questionnaire used as a tool in this study is reliable and consistent. Meanwhile, if the composite reliability and Cronbach's alpha ≤0.7, then it will be the other way around. The following can be seen in Table 4 composite reliability and Cronbach's alpha below.

Table 4. Result Composite Reliability dan Cronbachs Alpha

Variable	Cronbachs Alpha	Composite Reability
Security	0,859	0,906
Purchasing Decisions	0,855	0,912
Location	0,896	0,924

Word of Mouth	0,756	0,857

<div align="center">Sourche: From data processing (2023)</div>

Evaluation results of the model Inner Model

The R-Square value for the endogenous latent variable of 0.67 is stated as good, 0.33 is stated as moderate, and 0.19 is stated as weak (Chin, 2010). The R-Square value in this study can be seen in Table 5 below.

<div align="center">

Table 5. Result Uji R-Square

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Endogen Variable	R Square
Purchasing Decisions	0,429

<div align="center">Sourche: From data processing (2023)</div>

From the results of the R-Square value in Table 5.5 above, two conclusions can be drawn, namely the coefficient of the R-Square value of the Purchase Decision variable has a value of 0.426, so it is said to be good. This means that the ability of the variables Security, Location and Word of Mouth in identifying and explaining the Purchasing Decision variable is 42.6%, and the rest is identified and explained by other variables outside the research model

Value Test Cross-validated Redundancy (Q^2)

Structural testing in the inner model uses predictive-relevance values (Q2). The Q-Square value is greater than 0 (zero). The Blindfolding procedure (Sarstedt et al., 2017) shows that the model has a predictive relevance value. The following is the value of Q2 which is shown in table 6 below.
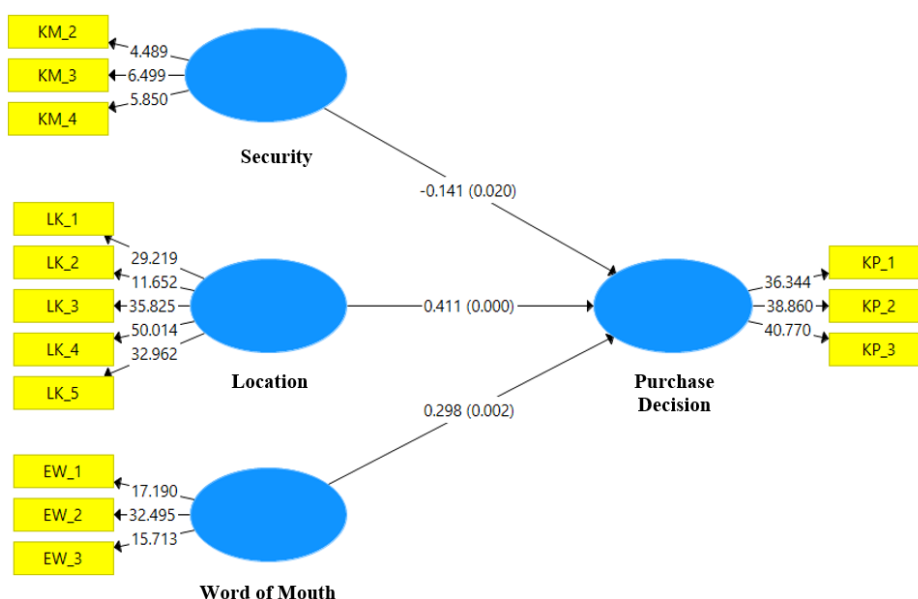
<div align="center">

Table 6. Result Cross-validated Redundancy (Q2)

</div>

Variabel Endogen	(Q2)
Purchasing Decisions	0,314

<div align="center">Sourche: From data processing (2023)</div>

Structural Model Evaluation

Based on the results of the structural model in the figure above, the relationship between the variables is described as follows.

<div align="center">

Sourche: From data processing (2023)

Figure 3. Structural Model Evaluation

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Interpretations:
1. Security variable has a significant influence on purchasing decisions. Due to the statistical T value (2.339 > 1.96), it means that the first hypothesis (**H1: accepted**).
2. Location variable has a significant effect on purchasing decisions. Due to the statistical T value (4.461 > 1.96), it means the second hypothesis (**H2: accepted**).
3. Word of Mouth variable has a significant effect on purchasing decisions. Due to the statistical T value (3.116 > 1.96), it means the third hypothesis (**H3: accepted**).

Discussions

Based on the hypothesis developed in this study regarding the analysis of Security, Location, and Word of Mouth on Purchase Decisions for Pantai Indah Kapuk 2 Housing, the influence of interrelated variables will be described. Where, the first hypothesis in this study is Security has a significant effect on purchasing decisions, the second hypothesis, Location has a significant effect on purchasing decisions and the third hypothesis is Word of Mouth has a significant effect on purchasing decisions.

Security has a significant influence on purchasing decisions

From the hypothesis that has been built, namely safety has a significant effect on purchasing decisions (H1: Hypothesis accepted). That is, security is one of the factors that manufacturers take into account. When security guarantees can be accepted and meet consumer expectations, consumers will be willing to disclose their personal information and will buy with a feeling of security (Jefryansyah, J., & Muhajirin, M. 2020). Therefore, it is important for residential property companies to pay attention to security, it will increase purchasing decisions. The results of this study are in accordance with research developed by (Resmanasari, D., Ruswandi, W., & Setiadi, S. 2020)., states that security can have a significant effect on consumer purchasing decisions.

Location has a significant influence on purchasing decisions

From the hypothesis that has been built, namely Location has a significant effect on purchasing decisions (H2: Accepted Hypothesis). That is, location is a very important factor in making purchasing decisions (Sugianto, R., & Ginting, S. O. 2020). So the results of this study are not in line with research (Samudro & Hamdan 2022), (Dwi Rachmawati, 2019) which states that the location variable has a significant effect on purchasing decisions.

Word of Mouth has a significant influence on purchasing decisions

From the hypothesis that has been built, namely Word of Mouth has a significant effect on purchasing decisions (H3: Accepted Hypothesis). That is, Word of mouth is a communication process providing recommendations both individually and in groups for a product or service that aims to provide personal information, Word-of-mouth is generally recognized to play a sizable role in influencing and shaping consumer behavior (Ling, T. S., & Pratomo, A. W. 2020). So the results of this study are in line with research (Samudro. Amzad. 2021), (Kotler and Keller 2017). Which states that word-of-mouth variables have a significant effect on purchasing decisions.

CONCLUSION

Based on the results of research that aims to answer the hypotheses that have been built. This study discusses the influence of security analysis, location, and word of mouth on purchasing decisions for Pantai Indah Kapuk 2 housing, where the findings of this study include. First, security has a significant effect on the buying decision of Pantai Indah Kapuk 2 housing. That is, security is one of the factors that consumers take into account when they want to purchase Pantai Indah Kapuk 2 housing. Second, Location has a significant effect on

the purchase decision of Pantai Indah Kapuk 2 housing. This means that, with the right location, property companies must also build good promotions, promotions that explain and convince potential consumers about goods and services with the aim of getting attention, educating, reminding and convincing potential customers. Therefore, it is important for residential property companies to pay attention to the advantages and ease of access to the selected location, so that it will increase their purchasing decisions for Pantai Indah Kapuk 2 Housing. Third, Word of Mouth has a significant effect on the purchase decision for Pantai Indah Kapuk 2 housing. That is, Word of mouth (WOM) is a marketing effort that triggers consumers to talk about, promote, recommend and sell products/brands to other customers.

The researcher's suggestions from an academic point of view regarding the findings of this study can be used as a reference for further research. However, there are some deficiencies in this study such as: there is still a lack of samples used, so it is necessary to add more samples to get better and more precise research results. Using variables outside the research, because based on the results of the determination test it still does not meet the expectations of researchers, such as corporate image, e-WOM, social class/social influence variables.

While suggestions for practitioners or business actors are able to implement the aspects in this research. The aspects in this study include: talking, promoting, selling, ability, kindness, integrity. Where, these aspects have been tested empirically and also supported by previous studies. Therefore, it is important for these aspects to be implemented as an effective and appropriate marketing strategic decision making, of course in creating business continuity in the future.

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