The Influence Of Perceptions Of Price, Product Quality, And Location, On The Decision To Purchase Alton Bintaro Jaya Cluster Housing

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Abstract: This research aims to test and analyze the influence of price, product quality, location and purchasing interest on Alton Cluster purchasing decisions as intervening variables. The type of research carried out in this research is causal associative research with quantitative techniques. The number of samples used was 105 respondents with the non-probability sampling technique used was purposive sampling. Data processing in this research uses researchers using IBM SPSS Statistics 26 software to analyze descriptive characteristics and SmartPLS 4 software to measure research data using the Partial Least Square (PLS) method. The results of this research show that price, product quality, location influence interest. buy the Alton Cluster House at PT. Jaya Real Property, This shows that the more suitable or affordable the price and location, the more interest in buying Alton Bintaro Jaya Cluster Houses will increase. Price, product quality, location influence the purchasing decision to buy an Alton Cluster House at PT. Bintaro Jaya, this shows that the more suitable or affordable the price and location, the greater the decision to purchase Alton Bintaro Jaya Cluster Houses. Purchase interest influences the decision to purchase Alton Cluster Houses at PT. Bintaro Jaya. This shows that the higher the buying interest, the greater the decision to purchase the Alton Bintaro Jaya Cluster House. Location influences the purchasing decision to buy an Alton Cluster House at PT. Bintaro Jaya, this shows that the more suitable or affordable the price and location, the greater the decision to purchase Alton Bintaro Jaya Cluster Houses. Purchase interest influences the decision to purchase Alton Cluster Houses at PT. Bintaro Jaya. This shows that the higher the buying interest, the greater the decision to purchase the Alton Bintaro Jaya Cluster House. Location influences the purchasing decision to buy an Alton Cluster House at PT. Bintaro Jaya, this shows that the more suitable or affordable the price and location, the greater the decision to purchase Alton Bintaro Jaya Cluster Houses. Purchase interest influences the decision to purchase Alton Cluster Houses at PT. Bintaro Jaya. This shows that the higher the buying interest, the greater the decision to purchase the Alton Bintaro Jaya Cluster House.

Keywords: Price Perception, Product Quality, Location, And Purchasing Decisions

INTRODUCTION

As time goes by, the population in Indonesia is increasing every day, so this has become one of the factors in increasing the primary needs of Indonesian people which are based on three things, namely clothing, food and shelter. Clothing or clothing is the first primary need, even though humans can live without clothes, but because they live in society, clothing is the most important thing. Next is food or a source of food for humans and is a primary need. And the last one is the board which is the house or residence.

Home is a primary need for humans. Not having a home means that humans' primary needs have not been met. The house is the safest and most comfortable shelter for the family. Every human being will prioritize their basic needs over their secondary needs. Likewise with housing needs, everyone will try to fulfill the needs of a house as a place to live at every level of people's lives by paying attention to existing tastes and abilities.

Not only does it play a role as a place to live, the house also has an important role in its position as a place for children's learning, introducing harmony and increasing the standard of living of family members. Thus, the development of houses and settlements is not based on development alone but is related to social and economic and cultural aspects that support long-term community life.

The condition of DKI Jakarta, which is increasingly congested with all kinds of economic activities, is considered less than ideal for family housing. As a result, a number of areas are starting to emerge offering more comfortable and 'family friendly' residential environments, one of which is South Tangerang. Bearing in mind, South Tangerang still has quite a large area of land, so it can be used to build supporting facilities such as parks and family recreation facilities. In addition, housing prices in South Tangerang are observed to be relatively lower so that they can be afforded by new families who are establishing themselves.

Founded in 1979, Bintaro Jaya became a target for housing seekers at affordable prices at that time, around South Jakarta. At that time, the South Jakarta area was not very developed and became a residential support for the city center, such as the Menteng area. Now, Bintaro has become a favorite residential location.

Discovery Alton is one of the clusters that was released in 2021 recently in the Discovery Residence housing complex, Bintaro Jaya independent city. Discovery Residence itself is a housing complex with complete facilities in Bintaro Jaya. There are various clusters that are part of this housing complex and Discovery Alton is one of them.

In its sales journey since its release in October 2021, the Discovery Alton Cluster has sold 127 units and there are still 17 units remaining that have not been sold to date, which has exceeded the Cluster's sales target. This condition has become a concern for the company as to why there are still remaining units that have not been sold. Compared to other Clusters also released by Bintaro Jaya such as the Nordic Cluster & Emerald Cluster, Discovery Alton is the Cluster that has been selling the longest.

Table 1 Bintaro Jaya Home Cluster Sales Data

No	Cluster	Jadwal Rilis	Total Unit	Terjual	Sisa Unit
1	Alton	Q4 2021	144	127	17
2	Emerald	Q1 2023	42	12	30
3	Nordic	Q1 2023	117	117	Sold out

Source: PT. Jaya Real Property

Empirically, research has been carried out by many researchers regarding product quality, price and location on purchasing decisions, and there are still differences in research results between one researcher and another. There are conditions where some researchers state that product quality, price, and location can influence purchasing decisions, while some

researchers also argue that promotion, price, and location cannot influence purchasing decisions.

Research purposes
        This research aims to determine the influence of:
1. Perception of price, product quality and location on purchasing interest.
2. Perception of price, product quality and location on purchasing decisions.
3. The quality of the products offered influences consumer purchasing decisions.
4. Perception of the price offered on consumer purchasing decisions.
5. Location on consumer purchasing decisions.
6. Purchase interest in consumer purchasing decisions.

LITERATURE REVIEW
Theoretical Foundations of Marketing Management
        According to Kotler and Keller (2007) in (Devotion et al., 2019) states that Marketing is the process of planning and implementing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that are able to meet individual and organizational goals.
        According to Stanton (1996:6) in (Virawan, 2013) states that marketing is a total system of business activities that are used to plan, determine prices, promote, distribute goods and services that can satisfy the needs of both existing and existing buyers. potential.

Marketing Mix
        The marketing mix for services is 4P+3P, namely product, price, place, promotion, people, process, and proactive customer service (product, price, place, promotion, service delivery, process, proactive service to customers (Payne, 2007: 155).The marketing mix is the process of planning and implementing the conception, pricing, promotion and distribution of ideas for goods and services to create exchanges that satisfy individual and organizational goals (Kotler & Keller, 2009:38).

Price Perception
        Price perception is a consumer's assessment and associated emotional form regarding whether the price offered by the seller and the price compared with other parties is reasonably acceptable or can be justified. Consumer purchasing decisions are a process where consumers choose and evaluate products or services, often consumers consider various things that suit their needs in the purchasing decision process. (Humam, Lestari, & Nurwulandari, 2022)
        According to Kotler and Armstrong (2008) quoted by Prabowo, Indriyaningrum, & Setyani, (2020) Price perception is the consumer's tendency to use price in assessing the suitability of product benefits.
        In (Kusnanto, Rachbini, & Permana, 2023)explained regarding price perception that Purchase intention can arise when consumers have a high interest in various information about products obtained through advertisements, the experiences of people who have used them, and an urgent need for a product.

Product quality
        Product quality reflects the product's ability to carry out its duties which includes durability, reliability or progress, strength, ease of packaging and product repair (Kotler & Armstrong, 2008: 266). Product quality is that consumers will feel satisfied if their evaluation results show that the product the ones they use are of high quality (Lupioadi, 2001:158).

Location

Location is a place, a physical position that has a strategic function because it can help determine the achievement of a business entity's goals (Sriyadi, 1991:60). Location is defined as a distribution channel for manufacturing industrial products while location is defined as a place of service for service industrial products (Hariyati, 2005:55)

Purchase Interest

Consumer buying interest is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product (Kotler and Keller 2003: 181). Purchase interest is a consumer's tendency to buy a product or take action related to purchasing which is measured by the level of possibility that consumers make a purchase (Hasan 2013: 173).

Buying decision

Purchasing decisions are a process of making decisions about purchasing which includes determining what to buy or not to buy and these decisions are obtained from previous activities (Assauri, 2004: 141). Purchasing decisions are a problem solving process which consists of analyzing or recognizing needs and desires, information search, assessment of selection sources for purchasing alternatives, purchasing decisions, and post-purchase behavior (Kotler, 2009:251-252).

In (Nurliyanti, Anesthesia Arnis Susanti, & Baruna Hadibrata, 2022)explained that Purchase Decision is a process in which consumers identify products by finding information about a particular product or brand and evaluating how good the product and its alternatives are, to decide which product. most desirable, and thus the consumer's decision is to modify his or her choices to avoid the risk. The dimensions of purchasing decisions can be explained as follows: product selection, brand selection, purchase channel selection, purchase amount, purchase time and payment method.

Previous Research

Pahriwan (2023) This research aims to test and analyze the influence of price, promotion, location and purchase interest on purchasing decisions for Cendana Homes as mediation. The type of research carried out in this research is causal associative research with quantitative techniques. Price, Promotion, Location influence interest in buying a Cendana Homes house at PT. Lippo Karawaci. Price, promotion, location influence the purchasing decision to buy a Cendana Homes house at PT. Lippo Karawaci Purchase interest influences the decision to purchase a Cendana Homes house at PT. Lippo Karawaci.

Hairudin and Hasbullah (2023)This research aims to test and analyze the influence of promotion, price and location on purchasing decisions for Villa Sutra subsidized housing at Pt. Saburai Property Partners. The method used in this research is a quantitative method. The analytical tools used in this research use classical validity and reliability tests, assumption tests, multiple linear regression analysis tests, and hypothesis testing. The results of this research are that simultaneously promotion, price and location have a significant influence on the decision to purchase Villa Silk subsidized housing at PT. Saburai Property Partners.

Dahlia (2019) This research aims to test and analyze the influence of product quality, price, promotion and location on purchasing decisions at Ud. Pito Jaya Lamasi. The research method used is a quantitative method. The data source used is primary data, which was obtained from distributing questionnaires to respondents. The technique used in determining the sample is accidental sampling. The results of this research are that there is a significant joint influence between the independent variables on the dependent variable and can be used to predict the influence on purchasing decisions.

Framework

The framework of thinking can be described as follows:
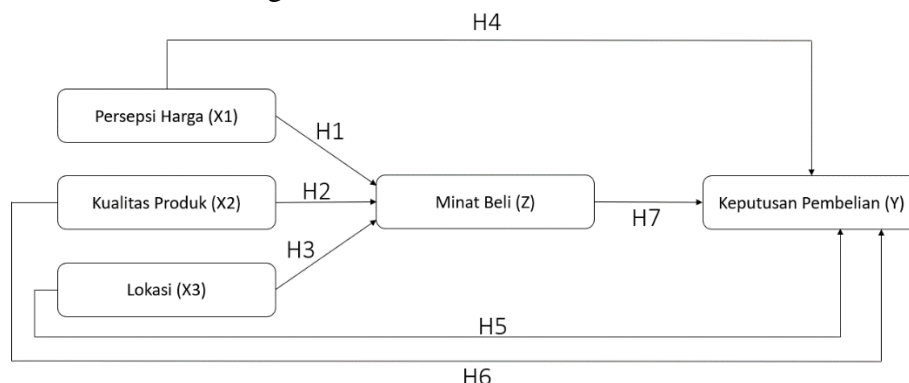
Figure 1. Framework of Thought
Source: 2023 Data Processing Results

Hypothesis

The research hypothesis is as follows:

H1 = Price perception has a significant positive effect on buying interest
H2 = Product quality has a significant positive effect on purchase intention
H3 = Location has a significant positive effect on buying interest
H4 = Price perception has a positive effect on purchasing decisions
H5 = Location has a positive effect on purchasing decisions
H6 = Product quality has a positive effect on purchasing decisions
H7 = Purchase interest has a significant positive effect on purchasing decisions

RESEARCH METHODS

Research design

The method used in this research is quantitative and descriptive causal research methods. This research uses quantitative methodology because there is no direct relationship or contact between researchers and respondents. So, this research is objective, not subjective. According to Malhotra (2010) quantitative research is a research methodology that attempts to quantify data and usually applies some form of statistical analysis (Malhotra, 2010). Quantitative data Quantitative data is data in the form of numbers as is generally collected through structured questions. (Sekaran, 2016).

Variable Operationalization

Variable operationalization is needed to determine the types and indicators of the variables involved in this research. Besides that, variable operationalization aims to determine the measurement scale of each variable, so that hypothesis testing using tools can be carried out appropriately.

1. Price (X1): the price paid and the methods or conditions related to its sale. The indicators are (Sulistiyawan, 2008), namely 1) Affordable prices 2) Prices according to quality 3) Prices according to benefits.
2. Product quality (X2): the activity of procuring goods that are in accordance with the business the shop is running, which is of good quality. Indicators (Sulistiyawan, 2008) are: 1) Attractive functional advantages 2) Conformity to specifications 3) Product durability 4) Reliability 5) Product design
3. Location (X3): the place or geographic position of the shop. The indicators (Sulistiyawan, 2008) are: 1) Reliability 2) Tangibles 3) Responsiveness 4) Excellence 5) Empathy
4. Purchase Interest (Z): consumers have the desire to buy or choose a product, based on

experience in choosing, using and consuming or even wanting a product (Kotler and Keller 2003: 181). Indicators are: 1) Attention 2) Interest 3) Desire 4) Action

5. Purchasing decision (Y): the consumer decides to act, in this case making a purchase or utilizing a particular product/service. Indicators (Siagian, 1995) are: 1) Conformity to expectations 2) Interest in visiting again 3) Willingness to recommend

Method of collecting data

The method used in collecting data for this research is:
1. Library Method
2. Questionnaire method

Research Population and Sample

According to Corper Donald, R; Schindler, Pamela translated by Sugiyono (2018) states that: "Population is the total collection of elements about which we wish to make some inference. A population element is the subject on which measurement is being taken. It is until the end of study". Population is all the elements that will be used as an area of generalization. The population element is the entire subject to be measured, which is the unit under study. (Sugiyono, 2018). The population in this research is all Discovery Alton Bintaro Home Buyers.

The sampling technique in this research was non-probability sampling which was used purposive sampling. Non-probability sampling is a sampling technique that does not provide an equal opportunity or opportunity for each element or member of the population to be selected as a sample. (Sugiyono, 2018). The non-probability sampling technique used is accidental sampling. The data collection technique used in this research is accidental sampling.

Validity Test Analysis Method

The validity or validity test or degree of accuracy measures the extent to which the measuring instrument is accurate and accurate in carrying out its measuring function (Yamin & Kurniawan, 2009:49). The way to measure this is by calculating the simple correlation coefficient (Pearson Correlation) between the score of each item and the total score of these items as the criterion.

Reliability Test

Reliability/reliability (degree of consistency/consistency) is a measure that shows how highly an instrument can be trusted or reliable, meaning that reliability concerns the accuracy (in the sense of consistency) of the measuring instrument (Mustafa, 2009: 115). The reliability or dependability test uses the Alpha Cronbach coefficient which is calculated either based on the score variance of each item and the total variance of the items or through the product moment correlation coefficient between the scores of each item (Mustafa, 2009: 117) if the reliability coefficient of the calculation results shows a figure of □ 0.6, then it can be concluded that the instrument in question is declared reliable.

Data analysis technique

Data analysis is the process of simplifying data into a form that is easier to read and interpret. In this process statistics are often used. The main function of statistics is to simplify research data, apart from that, its function allows researchers to test whether there is a relationship between variables (Effendi & Tukiran, 2012: 45).

Descriptive Analysis

Descriptive analysis is statistics used to analyze data by describing or illustrating the data that has been collected as it is without the intention of making general conclusions or

generalizations. Sugiyono (2018).

Structural Equation Modeling (SEM)

This research uses data analysis that is adapted to the research pattern and variables studied. The model used in this research is causal associative research and to test the hypothesis proposed in this research the analysis technique used is SEM (Stuctural Equation Modeling) with Smart PLS (Partial Least Square) (SEM-PLS) version 3.0 software.

Smart PLS (Partial Least Square)

Partial Least Squares (PLS) analysis is a multivariate statistical technique that compares multiple dependent variables and multiple independent variables. Furthermore, PLS is a variant-based SEM statistical method designed to complete multiple regression when specific problems occur in the data, such as small research sample sizes, missing data and multicollinearity.

RESEARCH RESULTS AND DISCUSSION
Validity Testing Research Results

Table 2 Recapitulation of Validity Test Results

Construct	Loading Factor					R Critical	Criteria (Loading Factor > 0.70)
	Buying decision	Product quality	Location	Purchase Interest	Price Perception		
HAR1					0.964	0.70	Valid
HAR2					0.959	0.70	Valid
HAR3					0.954	0.70	Valid
HAR4					0.942	0.70	Valid
KEP1	0.921					0.70	Valid
KEP2	0.948					0.70	Valid
KEP3	0.918					0.70	Valid
KUP1		0.954				0.70	Valid
KUP2		0.973				0.70	Valid
KUP3		0.895				0.70	Valid
KUP4		0.967				0.70	Valid
KUP5		0.959				0.70	Valid
LOK1			0.764			0.70	Valid
LOK2			0.893			0.70	Valid
LOK3			0.911			0.70	Valid
LOK4			0.913			0.70	Valid
LOK5			0.91			0.70	Valid
MIN1				0.977		0.70	Valid
MIN2				0.952		0.70	Valid
MIN3				0.983		0.70	Valid
MIN4				0.95		0.70	Valid

Source: 2023 processed data results

Table 2 shows the results of testing the validity of the instrument on the five research variables. Based on these results, it can be seen that all statement items have a validity coefficient that is greater than the convergent validity value or greater than 0.7, so that these

items are suitable for use as measuring tools in research and can be used for further analysis. So it can be concluded that all statement items stated are valid which can be used in further analysis.

Reliability Testing

Table 3 Reliability Test Results

Variable	Reliability Index	Critical Value	Information
Price Perception (X1)	0.976	0.70	Reliable
Product Quality (X2)	0.979	0.70	Reliable
Location (X3)	0.945	0.70	Reliable
Purchase Decision (Y)	0.950	0.70	Reliable
Purchase Interest (Z)	0.982	0.70	Reliable

Source: 2023 processed data results

Table 3 shows that the reliability value of the statement items on the five variables being studied is greater than 0.7. These results indicate that the statement items in the questionnaire are reliable for measuring the variables.

Data analysis
Descriptive Analysis of Research Data
Respondents' Responses Regarding the Price Variable (X1)

Table 4 Recapitulation of Descriptive Analysis of Price Variables (X1)

No	Question Items	Respondent Answer Score					Total Score	Mean
		5	4	3	2	1		
1	I was able to buy the Discovery Alton House offered by Marketing Bintaro Jaya	50	55	0	0	0	470	4,476
		48%	52%	0%	0%	0%		
2	In my opinion, the price of the Discovery Alton House is in line with the needs of the Millennial community, especially	50	55	0	0	0	470	4,476
		48%	52%	0%	0%	0%		
3	I don't mind the price of the Alton Discovery House because it suits my improving condition and capabilities	50	55	0	0	0	470	4,476
		48%	52%	0%	0%	0%		
4	In my opinion, the price of the Discovery Alton House is competitive with houses around the Tangerang area	50	55	0	0	0	470	4,476
		48%	52%	0%	0%	0%		
Total Score and Average							1880	4,476

Based on table 4, the average response of respondents regarding the Price variable (X1) can be seen. It can be seen that the overall total score is 1800, and the average value of respondents' responses regarding the Price variable (X1) is 4.48, which is included in the appropriate category according to the continuum line for the Price variable (X1). These results show that the respondents' responses are included in the appropriate category, which is shown in the average value of 4.11 which is in the range 3.40 - 4.20. Based on these results, it can be concluded that the respondents' responses regarding the Price variable (X1) are included in the appropriate category.

Respondents' Responses Regarding Product Quality Variables (X2)

Table 5 Recapitulation of Descriptive Analysis of Product Quality Variables (X2)

No	Question Items	Respondent Answer Score					Total Score	Mean
		5	4	3	2	1		
1	In my opinion, the interior facilities of the Discovery Alton house have an interesting function	35	56	14	0	0	441	4.2
		33%	53%	13%	0%	0%		
2	I feel comfortable staying at the Alton Discovery House	39	51	15	0	0	444	4,229
		37%	49%	14%	0%	0%		
3	The Discovery Alton house is very suitable as an old age home	33	51	15	6	0	426	4,057
		31%	49%	14%	6%	0%		
4	Discovery Alton homes are strong enough to protect families	38	51	16	0	0	442	4.21
		36%	49%	15%	0%	0%		
5	The appearance of the Discovery Alton house is luxurious and attractive	36	53	16	0	0	440	4.19
		34%	50%	15%	0%	0%		
Total Score and Average							2193	4.1772

Based on table 5, the average response of respondents regarding the Product Quality variable (X2) can be seen. It can be seen that the overall total score is 2193, and the average value of respondents' responses regarding the Product Quality variable (X2) is 4.18, which is included in the appropriate category according to the continuum line for the Product Quality variable (X2). These results show that the respondents' responses are included in the appropriate category, which is shown in the average value of 4.18 which is in the range 3.40 - 4.20. Based on these results, it can be concluded that the respondents' responses regarding the Product Quality variable (X2) are included in the appropriate category

Respondents' Responses Regarding Location Variables (X3)

Table 6 Recapitulation of Descriptive Analysis of Location Variables (X3)

No	Question Items	Respondent Answer Score					Total Score	Mean
		5	4	3	2	1		
1	In my opinion, Bintaro Jaya Marketing can convey the location clearly and thoroughly and is also skilled in offering Discovery Alton Home Products	37	51	12	5	0	435	4,143
		35%	49%	11%	5%	0%		
2	Discovery Alton House has a very strategic location close to toll roads, malls, hospitals, places of worship and education	39	52	14	0	0	445	4,238
		37%	50%	13%	0%	0%		
3	Marketing Discovery Alton is able to handle consumer complaints appropriately and professionally	37	53	11	3	1	437	4,162
		35%	50%	10%	3%	1%		
4	Marketing Discovery Alton explained to me in detail about the Environment and location of Discovery Alton without being asked	38	53	14	0	0	444	4,229
		36%	50%	13%	0%	0%		
5	Alton's Marketing Discovery does not look at social rank/status but is based on the buyer's condition	38	55	9	3	0	443	4,219
		36%	52%	9%	3%	0%		
Total Score and Average							2204	4.1982

Based on table 6, the average response of respondents regarding the Location variable (X3) can be seen. It can be seen that the overall total score is 2204, and the average value of respondents' responses regarding the Location variable (X3) is 4.20, which is included in the appropriate category according to the continuum line for the Location variable (X3). These results indicate that the respondents' responses are included in the appropriate category, which is shown in the average value of 4.12 which is in the range 3.40 - 4.20

Respondents' Responses Regarding the Purchase Interest Variable (Z)

Table7 Recapitulation of Descriptive Analysis of Purchase Interest Variables (Z)

No	Question Items	Respondent Answer Score					Total Score	Mean
		5	4	3	2	1		
1	I find out the quality of the location and building specifications through electronic media and the internet	47	50	8	0	0	459	4,371
		45%	48%	8%	0%	0%		
2	I collect information and compare service facilities and locations with others	47	49	6	3	0	455	4,333
		45%	47%	6%	3%	0%		
3	I have the desire to use the Discovery Alton Home Sales service because it suits my financial needs	47	56	10	4	1	498	4,362
		40%	47%	8%	3%	1%		
4	I decided to use Buying Homes Discovery Alton	47	49	9	0	0	458	4,362
		45%	47%	9%	0%	0%		
Total Score and Average							1870	4,357

Based on table 7, the average response of respondents regarding the Purchase Interest (Z) variable can be seen. It can be seen that the overall total score is 1870, and the average value of respondents' responses regarding the Buying Interest (Z) variable is 4.36, which is included in the appropriate category according to the continuum line for the Buying Interest (Z) variable. These results show that the respondents' responses are included in the appropriate category, which is shown in the average value of 4.11 which is in the range 3.40 - 4.20. Based on these results, it can be concluded that the respondents' responses regarding the Purchase Interest variable (Z) are included in the appropriate category

Respondents' Responses Regarding Purchasing Decision Variables (Y)

Table 8 Recapitulation of Descriptive Analysis of Purchasing Decision Variables (Y)

No	Question Items	Respondent Answer Score					Total Score	Mean
		5	4	3	2	1		
1	The marketing services provided made my desire condition even more certain so that I referred it to friends, so I felt satisfied buying at Discovery Alton	50	50	5	0	0	465	4,429
		48%	48%	5%	0%	0%		
2	I am satisfied with the marketing services provided, so I will continue to use these marketing services to buy back Discovery Alton	52	50	3	0	0	469	4,467
		50%	48%	3%	0%	0%		
3		51	49	5	0	0	466	4,438

I would recommend to relatives and friends to use Marketing services at		49%	47%	5%	0%	0%	
Total Score and Average						1400	4.444667

Based on table 8, the average response of respondents regarding the Purchasing Decision variable (Y) can be seen. It can be seen that the overall total score is 1400, and the average value of respondents' responses regarding the Purchasing Decision (Y) variable is 4.44, which is included in the appropriate category according to the continuum line for the Purchasing Decision (Y) variable. These results indicate that the respondents' responses are included in the appropriate category, which is shown in the average value of 4.12 which is in the range 3.40 - 4.20. Based on these results, it can be concluded that the respondents' responses regarding the Purchase Decision variable (Y) are included in the appropriate category

Verification Statistical Analysis

This verification analysis is related to the formation of a structural equation model, which will then be tested using the PLS-SEM method. According to Hair et al (2019), the PLS-SEM method estimates complex models with many constructs, indicator variables and structural paths without imposing distributional assumptions on the data. The following is the PLS-SEM model in this research.
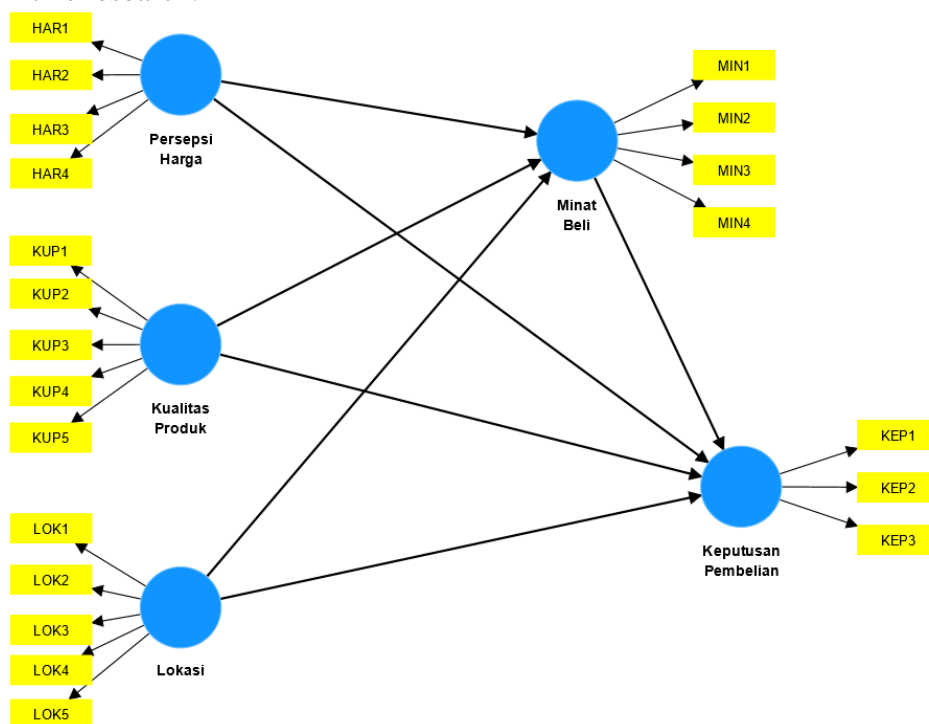

Figure 2. Conceptual diagram of the PLS-SEM model
Source: 2023 Data Processing Results

Based on the results of model testing, results were obtained which showed that all manifests (observed variables) had loading factor values greater than 0.70. So the SEM-PLS model is said to have good construct validity. The following is a table that shows the loading factor values in detail on the model.

Structural Model Testing (Inner Model
R Square

Furthermore, based on the test results with SmartPLS 4, the R Square results were obtained as follows.

Table 9. R Square

	R-square	Strong Relationships
Purchase_Decision (Y)	0.845	Strong
Purchase_Interest (Z)	0.811	Strong

From the results of Table 9, it can be seen that the R-Square for the Buying Interest (Z) variable is 0.811, which means that Price (X1), Product Quality (X2), and Location (X3) simultaneously influence Buying Interest (Z) by 81.1 %, while the remaining 18.9% is influenced by other variables not examined in this research.

The R-Square for the Purchase Decision variable (Y) is 0.845, which means that Price (X1), Product Quality (X2), and Location (X3) simultaneously influence Purchase Decisions (Y) through Purchase Interest (Z) of 84.5%, while the remaining 15.5% is influenced by other variables not examined in this research.

F Square

Next is to look at the f Square value. An f Square value of 0.02 indicates a small rating, an Effect Size of 0.15 indicates a medium rating and an Effect Size of 0.35 indicates a large rating (Cohen, 1988 in Yamin and Kurniawan (2011:21).

Table 10. F Square

Purchase Interest (Z)		
Variable	Effect Size	Ratings
Price Perception (X1)	0.847	Big
Product Quality (X2)	0.391	Big
Location (X3)	1,524	Big
Purchase Decision (Y)		
Variable	Effect Size	Ratings
Price Perception (X1)	0.594	Big
Product Quality (X2)	0.15	Intermediate
Location (X3)	0.065	Small
Purchase Interest (Z)	0.22	Intermediate

Based on Table 10 it shows that the variables Price Perception (X1), Product Quality (X2), and Location (X3) each have a large category of influence in influencing the Purchase Interest variable (Z). The variables Price Perception (X1), Product Quality (X2), Location (X3), and Purchase Interest (Z) each have an influence on the large, medium, small and medium categories in influencing the Purchase Decision variable (Y).
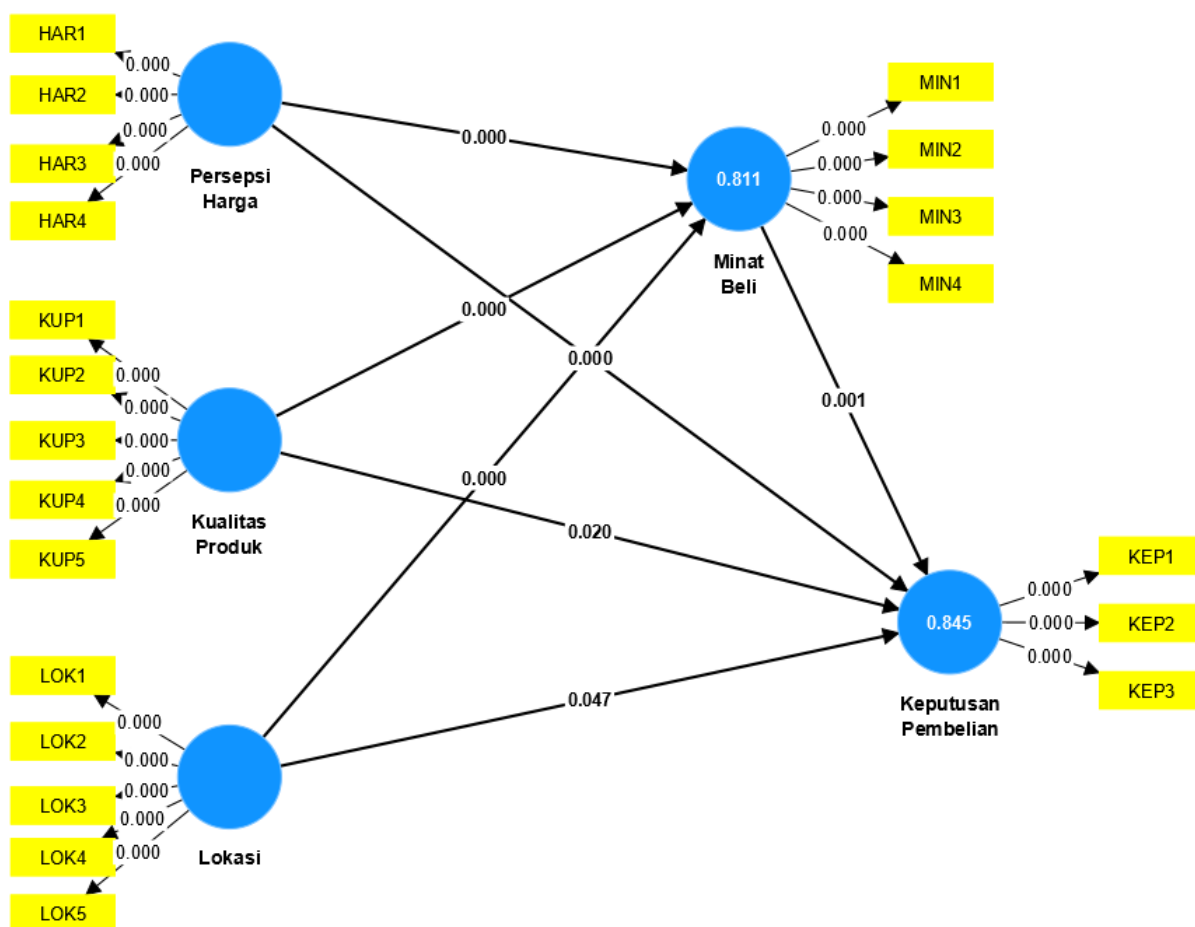
Hypothesis test

Figure 3. Conceptual Diagram of PLS-SEM Model Significance Value (t-count)
Source: 2023 Data Processing Results

The Influence of Price Perceptions on Interest in Buying a House in the Alton Bintaro Jaya Cluster

Table 11 Path Coefficient and t-calculation of the Effect of Price on Intention to Buy a House in the Alton Cluster

Influence	Original sample (O)	T statistics (|O/STDEV|)	P values	Conclusion
Price Perception -> Purchase Intention	0.581	6.16	0	Reject H0.1

From the results of Table 11 above, the Original Sample (O) value is 0.581, indicating that the direction of influence of price perception on interest in buying Alton Cluster Houses is positive or in the same direction, meaning that the more appropriate or affordable the price, the greater the interest in buying Alton Cluster Houses. The influence of price perception on buying interest in Alton Cluster houses is significant, with a t-statistic value of 6.61 which is greater than the t table or 6.61 > 1.96, and a p value of 0 which is smaller than alpha 5% (0.05). Thus, H1.1 is accepted, meaning that price perception influences interest in purchasing Alton Bintaro Jaya Cluster Houses.

The Influence of Product Quality on Interest in Buying a House in the Alton Bintaro Jaya Cluster

Table 12 Path Coefficient and t-calculation of the Effect of Product Quality on Intention to Buy a House in the Alton Cluster

Influence	Original sample (O)	T statistics (|O/STDEV|)	P values	Conclusion
Product Quality -> Purchase Interest	-0.504	5,206	0	Accept H0.2

From the results of Table 12 above, the Original Sample (O) value is -0.504, indicating that the direction of influence of product quality on interest in buying Alton Cluster Houses is negative or opposite, meaning that the better the product quality, the lower the interest in buying Alton Cluster Houses. The influence of product quality on buying interest in Alton Cluster Houses is significant, with a t-statistic value of 5,206 which is greater than the t table or 5,206 > 1.96, and a p value of 0 which is smaller than alpha 5% (0.05). Thus, H1.2 is accepted, meaning that product quality influences buying interest in Alton Bintaro Jaya Cluster Houses.

The Influence of Location on Interest in Buying a House in the Alton Bintaro Jaya Cluster

Table 13 Path Coefficient and t-calculation of the Effect of Location on Intention to Buy a House in the Alton Cluster

Influence	Original sample (O)	T statistics (|O/STDEV|)	P values	Conclusion
Location -> Purchase Interest	0.851	10,101	0	Reject H0.3

From the results of Table 13 above, the Original Sample (O) value is 0.851, indicating that the direction of influence of location on interest in buying Alton Cluster Houses is positive or in the same direction, meaning that the better the location, the greater the interest in buying Alton Cluster Houses. The influence of location perception on interest in buying Alton Cluster houses is significant, with a t-statistic value of 10,101 which is greater than the t table or 10,101 > 1.96, and a p value of 0 which is smaller than alpha 5% (0.05). Thus, H1.3 is accepted, meaning that location influences interest in buying Alton Bintaro Jaya Cluster Houses.

The Influence of Price Perceptions on House Purchasing Decisions in the Alton Bintaro Jaya Cluster

Table 14 Path Coefficient and t-calculation of the Influence of Price Perceptions on Alton Cluster Home Purchasing Decisions

Influence	Original sample (O)	T statistics (|O/STDEV|)	P values	Conclusion
Price Perception -> Purchase Decision	0.598	4,652	0	Reject H0.4

From the results of Table 14 above, the Original Sample (O) value is 0.598, indicating that the direction of influence of price perception on purchasing decisions for Alton Cluster Homes is positive or in the same direction, meaning that the more appropriate or affordable the price, the more the decision to purchase Alton Cluster Homes will increase. The influence of price perception on purchasing decisions for Alton Cluster Houses is significant, with a t-statistic value of 4.65 which is greater than the t table or 4.65 > 1.96, and a p value of 0 which is smaller than alpha 5% (0.05). Thus, H1.4 is accepted, meaning that price perception influences the purchasing decision for the Alton Bintaro Jaya Cluster House.

The Influence of Product Quality on House Purchasing Decisions in the Alton Bintaro Jaya Cluster

Table 15 Path Coefficient and t-calculation of the Influence of Product Quality on Alton Cluster Home Purchasing Decisions

Influence	Original sample (O)	T statistics (|O/STDEV|)	P values	Conclusion
Product Quality -> Purchase Decision	-0.333	2,361	0.02	Accept H0.5

From the results of Table 15 above, the Original Sample (O) value is -0.333, indicating that the direction of influence of product quality on purchasing decisions for Alton Cluster Homes is negative or opposite, meaning that the better the product quality, the lower the decision to purchase Alton Cluster Homes. The influence of product quality on purchasing decisions for Alton Cluster Homes is significant, with a t-statistic value of 2,361 which is greater than the t table or 2,361 > 1.96, and a p value of 0.01 which is smaller than alpha 5% (0.05). Thus, H1.5 is accepted, meaning product quality influences purchasing decisions for Alton Bintaro Jaya Cluster Houses.

The Influence of Location on House Purchasing Decisions in the Alton Bintaro Jaya Cluster

Table 16 Path Coefficient and t-calculation of the Effect of Location on Alton Cluster Home Purchasing Decisions

Influence	Original sample (O)	T statistics (|O/STDEV|)	P values	Conclusion
Location -> Purchase Decision	0.253	2.01	0.047	Reject H0.6

From the results of Table 16 above, the Original Sample (O) value is 0.253, indicating that the direction of influence of location on purchasing decisions for Alton Cluster Homes is positive or in the same direction, meaning that the better the location, the greater the decision to purchase Alton Cluster Homes. The influence of location perception on purchasing decisions for the Alton Cluster House is significant, with a t-statistic value of 2.01 which is greater than the t table or 2.01 > 1.96, and a p value of 0.047 which is smaller than alpha 5% (0.05). Thus, H1.6 is accepted, meaning that location influences the decision to purchase Alton Bintaro Jaya Cluster Houses.

Purchase Interest in the Decision to Purchase a House in the Alton Bintaro Jaya Cluster

Table 17 Path Coefficient and t-calculation of the Effect of Location on Alton Cluster Home Purchasing Decisions

Influence	Original sample (O)	T statistics (|O/STDEV|)	P values	Conclusion
Location -> Purchase Decision	0.253	2.01	0.047	Reject H0.6

From the results of Table 17 above, the Original Sample (O) value is 0.253, indicating that the direction of influence of location on purchasing decisions for Alton Cluster Houses is positive or in the same direction, meaning that the better the location, the greater the decision to purchase Alton Cluster Houses. The influence of location perception on purchasing decisions for the Alton Cluster House is significant, with a t-statistic value of 2.01 which is greater than the t table or 2.01 > 1.96, and a p value of 0.047 which is smaller than alpha 5% (0.05). Thus, H1.6 is accepted, meaning that location influences the decision to purchase Alton Bintaro Jaya Cluster Houses.

Discussion
The Influence of Price Perceptions on Interest in Buying a House in the Alton Bintaro Jaya Cluster
The results show that price perception has a significant influence on purchase intention, with a positive influence showing that the more affordable the price is perceived by consumers, the more the price is in line with the quality of the existing house building, the more the price is in line with the benefits consumers receive, and the more If the house prices offered are competitive, this will create higher buying interest, which is indicated by the increasing attention, interest, desires and actions of consumers towards Alton Bintaro Jaya Cluster houses. Several studies also show that consumer buying interest in a property such as a house is largely determined by the level of price suitability (Ciamas. ES, Hutabarat & Sulaiman (2021), Siagian, Idahwati & Ginting (2022)

The Influence of Product Quality on Interest in Buying a House in the Alton Bintaro Jaya Cluster
The results show that product quality significantly and negatively influences purchasing interest, meaning that when the functional advantages are more attractive, the specifications are more appropriate, the product's durability is better, the product's reliability is better, and the product design is more attractive, it will have a negative influence on consumer purchasing interest. towards the house. This can happen because when buying a house, consumers not only consider the quality of the product provided, but there are other things that are important considerations for consumers. In other words, product quality is not something that is effective for consumers to make purchasing decisions at home in the Alton Bintaro Jaya Cluster. Consumers do not pay attention to the quality of the products provided when deciding to buy a house,

The Influence of Location on Interest in Buying a House in the Alton Bintaro Jaya Cluster
The results show that location has a significant influence on buying interest, with a positive direction of influence meaning that a house has a house with a strategic location with various toll facilities, malls, hospitals, worship facilities and education, which is conveyed clearly and in detail by the marketing team , with the marketing team's ability to respond well and empathize with consumers' conditions, this will strengthen or increase consumer buying interest in homes. The more strategic the housing location, the higher the level of demand for that housing (Alvionita, 2020; Sembiring & Sunargo, 2022).

The Influence of Price Perceptions on House Purchasing Decisions in the Alton Bintaro Jaya Cluster
The results show that price significantly and positively influences purchasing decisions, meaning that the more affordable the price is perceived by consumers, the more the price is in line with the quality of the existing house building, the more the price is in line with the benefits consumers receive, and the more competitive the house price is. offered, this will make consumers more confident in making purchasing decisions. The results of this analysis are supported by findings from previous research, where purchasing decisions, in this case a house, are determined by the extent to which consumers evaluate the house based on its price (Hidayat, 2020; Imalia & Aprileny, 2020).

The Influence of Product Quality on House Purchasing Decisions in the Alton Bintaro Jaya Cluster
The results show that product quality significantly and negatively influences purchasing decisions, meaning that when the excess functions are more attractive, the specifications are

more appropriate, the product's durability is better, the product's reliability is better, and the product design is more attractive, it will have a negative influence on consumer purchasing decisions. towards the house. This can happen because when buying a house, consumers not only consider the quality of the product provided, but there are other things that are important considerations for consumers. In other words, product quality is not something that is effective for consumers to make purchasing decisions at home in the Alton Bintaro Jaya Cluster. Consumers do not pay attention to the quality of the products provided when deciding to buy a house,

The Influence of Location on House Purchasing Decisions in the Alton Bintaro Jaya Cluster

The results show that location has a significant and positive influence on purchasing decisions, meaning that having a house with a strategic location with various toll facilities, malls, hospitals, religious and educational facilities, which is conveyed clearly and in detail by the marketing team, with The marketing team's ability to respond well and empathize with consumers' conditions will strengthen consumers' purchasing decisions for Cluster Alton homes.

The Influence of Purchase Interest on the Decision to Purchase a House in the Alton Bintaro Jaya Cluster

The results show that purchasing interest has a significant influence on purchasing decisions, with a positive influence direction. This shows that when consumers have high attention, interest and desire for the Alton Bintaro Jaya Cluster house, it will increase the level of purchasing decisions. The results of this analysis are also in accordance with several previous studies, where consumer purchasing decisions are determined by the high level of consumer buying interest in a property (Redjo, Wijayaningtyas, & Iskandar, 2019; Yordan, Zulkarnain, & Alwie, 2019).

CONCLUSION AND SUGGESTION
Conclusion
The conclusions of this research are as follows:
1. Product quality partially has a significant and positive influence on purchasing decisions.
2. Price partially has a significant and positive influence on purchasing decisions
3. Partial promotions have a significant and positive influence on purchasing decisions.
4. Location partially has no significant effect on purchasing decisions.
5. Price perceptions, product quality and location simultaneously have a significant influence on purchasing interest.
6. Price perceptions, product quality and location simultaneously have a significant influence on purchasing decisions.
7. Price perceptions offered partially have a significant and positive influence on purchasing decisions.
8. The quality of the products offered partially has a significant and negative influence on purchasing decisions.
9. Location partially has a significant and positive influence on purchasing decisions.
10. Partial purchasing interest has a significant and positive influence on purchasing decisions.

Suggestion
Company management should sort out what is more important in providing information that is more needed apart from product quality related to housing marketing

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