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The Influence of Service Quality, Facilities and Location on the Decision to Purchase Citraraya Tangerang Housing

Amzad Samudro¹, Hamdan Hamdan²

¹Faculty of Economic and Business, Mercu Buana University, Jakarta, Indonesia, email. amzad.samudro@mercubuana.ac.id

²Faculty of Economic and Business, Mercu Buana University, Jakarta, Indonesia, email. hamdan.hamdan@mercubuana.ac.id.

Corresponding Author: amzad.samudro@mercubuana.ac.id¹

Abstract: This research aims to analyze the influence of service quality, facilities and location on purchasing decisions for CitraRaya Tangerang housing. Through a quantitative approach that is causal in nature, it is carried out to obtain a research model according to the procedure. This requires a sample that has been observed and determined based on the criteria of respondent characteristics using purposive sampling and 190 samples were found to ensure the sample was appropriate. This reason makes this research use the PLS analysis method approach which is the right step for analyzing research data. The results of this research are that service quality, facilities and location have a positive and significant effect on the decision to purchase CitraRaya housing. Finally, the findings of this research provide knowledge that can be relied upon in the future, especially for property business actors as an important reference in making effective marketing management strategic decisions in achieving competitive advantage.

Keywords: Service Quality, Facilities, Location, Purchasing Decisions

INTRODUCTION

The property industry is one of the most resilient business sectors during the Covid-19 pandemic. This is proven by the immediate rise of the property industry even though it grew negatively in the first quarter of 2020. After showing its role as one of the motors of Indonesia's post-pandemic economic recovery, the property sector can also be relied on again to spur the domestic economy. The property industry and its derivatives could become a pillar amidst fears of a recession and global economic slowdown (Liputan6.com, 2022).

The national property market shows 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 price increase in the third quarter of 2022. The property

price index rose by 4.9 percent annually, this increase shows an acceleration when compared to the third quarter of 2021. At that time, the price index rose by 3.24 percent in compare third quarter 2020 (Antaranews, 2022). The property sector contributes to the national economy as it is 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 the building materials in house construction are local products (Liputan6.com, 2022).

In Property Growth Throughout 2020, in the second quarter, Indonesia led Southeast Asia in the list of countries with the highest residential property growth. In the Global House Price Index list issued by Knight Frank Q2 2020, Indonesia was recorded as experiencing house price growth, namely 1.6% year to date in the second quarter of 2019 to the second quarter of 2020 from the same period the previous year, which caused Indonesia's position to be far above Singapore (0.4%), However, the data still shows a glimpse of the impact of Covid-19 with a number of countries and regions seeing price reductions (Kate Everett-Allen, 2020).

The tight competition for developers in Indonesia has given rise to effective and appropriate strategy patterns in building a sustainable property business. Developer competition in Indonesia with BCI Asia Award 2021 winners who have the largest aggregate value of projects under construction 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 & Alexander, 2021).

Despite being ranked third, PT Ciputra Development Tbk has become one of the leading and most diversified property companies in Indonesia. CitraRaya has experienced very rapid growth and has established itself as a strong Regional and Business Center in Tangerang. Moreover, hundreds of educational, recreational, health, religious and retail facilities are now operational to meet all the needs of residents both in and around the area. Thanks to the implementation of the EcoCulture concept to provide a comfortable area, it is not surprising that currently CitraRaya has become home to more than 70 thousand people who occupy more than 51 residential clusters and 1,800 commercial units (PT Ciputra Development Tbk, 2023).

However, several problems were discovered regarding a number of residents from various clusters in the CitraRaya housing complex, Tangerang Regency, Banten, who felt cheated and disadvantaged by the management. While living in the housing developed by PT Ciputra Residence, residents experienced difficulties with clean water and air pollution polluted by chicken droppings. One of the residents of the Villagio Cluster, Larry Siahaan, said that the residence he lived in was completely different from what was promised by the developer. Initially, the developer guaranteed that he would provide clean water, but in fact the water quality in the housing complex was very dirty and unfit for use. Apart from that, the housing location is also next to a chicken farm (Kompas.com, 2020). Residents said that what they got after buying this housing was not in accordance with what was promised at the beginning by the management (Kompas.com, 2020).

Much will depend on the state of the housing market prior to the pandemic, the length and severity of the lockdown and each country or region's reliance on international demand which has dried up in recent months due to travel restrictions. This fact can certainly illustrate the level of enthusiasm of the people in Indonesia in making decisions to purchase residential property. This condition encourages business people to compete in offering attractive residential properties. They make various efforts to control a wider market share and influence property purchasing decisions.

Purchasing decisions are things that consumers make after consumers know the product they are going to buy. The decision to purchase housing will occur if consumers know that the housing

is suitable for habitation. If housing does not suit the needs and desires of consumers, then consumers will not buy a house in that housing complex. Consumers also see the advantages and disadvantages of the house they are going to buy which will later be taken into consideration before buying a house in a residential area. A purchasing decision is an action taken by a consumer to purchase a good or service which begins with fulfilling needs and ends with selecting alternative goods or services. Tjiptono & Chandra, (2018) states that purchasing decisions are stages that buyers go through in determining the choice of products and services to purchase, where purchasing decisions are influenced by several factors such as: service quality (Zikri, 2022), facilities (Oetama, 2017), and location (Senggetang et al., 2019).

Many previous studies have examined important factors that influence purchasing decisions, such as: price perception (Senggetang et al., 2019), risk perception (Fikri, 2023), e-WOM (Siwi, 2022), and security (Adelia et al., 2023), Word Of Mouth (Kotler & Keller, 2012), and many others. Meanwhile, important factors that are closely related to the object of this research which are the main consideration for consumers in purchasing decisions are service quality (Grandhis, 2022; Samosir et al., 2020), facilities (Ali & Khuzaini, 2017; Sugianto & Ginting, 2020) and location (Hidayat, 2020; Mardani et al., 2020). However, in contrast to the findings from several previous studies, not all of the factors studied can influence consumer purchasing decisions in purchasing housing, such as service quality (Grandhis, 2022), location (Samudro, 2018; Hidayat, 2020), and facilities (Sugianto, 2020). & Ginting, 2020).

Service quality provides an incentive for customers to establish strong ties with the company. In the long term, ties like this enable companies to thoroughly understand customer expectations and their needs, so that the company can increase customer satisfaction where the company maximizes pleasant customer experiences and minimizes or eliminates unpleasant customer experiences (Agustine, 2023). According to (Kotler, 2019 in Zikri, 2022) defining service quality is a form of consumer assessment of the level of service received and the expected level of service. If the service received or felt is as expected, then the quality of the service will be perceived as good and satisfactory. Meanwhile (Tjiptono & Chandra, 2018), defines service quality as a measure of how well the level of service provided meets customer expectations. Customers generally expect products in the form of goods or services that they consume to be received or enjoyed with good or satisfying service.

Facilities in housing are important in providing comfort to consumers who live in homes in the area. Insufficient facilities will reduce consumers' attractiveness to buy a house. Every individual always wants the house they live in to meet standards, namely complete facilities that support their daily activities. Placing facilities in housing that are not suitable will make consumers less interested in buying a house in that housing complex. According to (Oetama, 2017) facilities are important objects for improving purchasing decisions, such as customer comfort, meeting the needs and comfort of service users, if the services provided meet the requirements, the client will be satisfied. Indicators of facilities are that they meet needs, are able to optimize work results, are easy to use, speed up work processes and placements are arranged correctly (Iskandar & Irawan, 2021).

Location is a very important factor in creating purchasing decisions (Sugianto & Ginting, 2020). Therefore, it is important for residential property companies to pay attention to the advantages and ease of access to the selected location. Apart from 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 gaining attention, educating, reminding and convincing potential consumers (Radityo et al., 2019). Location is part of the marketing mix strategy and has a very important role in influencing purchasing decisions

(Hardiansyah et al., 2019). Location is an important factor in property business development, the layout of the location in urban areas, the way to reach the location and the travel time from the location to the destination are elements that are effective in practice (Samudro & Hamdan, 2022).

Based on the problems described above and referring to previous research, the researcher proposes important factors to study, namely the Influence of Service Quality, Facilities and Location on Housing Purchase Decisions. The importance of this factor is studied because it is related to the research object. The dominant factors that are the main consideration for consumers when making housing purchase decisions are Service Quality, Facilities and Location which are defined as accurate or relevant information related to the object and recommendations from several references or consumer experiences. Service Quality is defined as a dynamic condition related to service products, people, processes, environments that are able to meet and/or exceed consumer expectations. Facilities are defined as anything that can facilitate and expedite the implementation of a business and are the facilities and infrastructure needed to carry out or expedite an activity. Location is defined as the place where a business or business activity is carried out. Based on this discussion, the formulation of this research is that service quality, facilities and location influence the decision to purchase CitraRaya Housing. Apart from that, this research aims to test and analyze the quality of service, facilities and location which have a positive and significant influence on purchasing decisions for CitraRaya Housing. Finally, the literature review as a basis for building this research is discussed.

METHOD

This research design uses a quantitative approach which will be carried out through primary data by asking several measurable questions about attitudes, behavior and certain opinions (Sekaran & Bougie, 2016). This research design uses a quantitative approach which will be carried out through primary data by asking several measurable questions about attitudes, behavior and certain opinions (Sekaran & Bougie, 2016). Beforehand, it is important to first explain the operationalization of each variable as a direction for the research context being discussed. First, service quality is defined as the level of a company's ability to provide everything that customers expect in meeting their needs. Apart from wanting to get a good explanation of product quality, consumers also want to get friendly service (Grandhis, 2022). Apart from that, the indicators in this research were adapted from (Kotler & Keller, 2016) which are presented in the following table.

Table 1. Operationalization of Service Quality Variables

| Manifest Variables | Measurement Scale |
|--------------------|-----------------------|
| Service Quality: | 5 point Likert scale: |
| 1. Reliability | 1 = Strongly disagree |
| 2. Responsiveness | 2 = Disagree |
| 3. Assurance | 3 = Simply Agree |
| 4. Empathy | 4 = Agree |
| 5. Tangibles | 5 = Strongly agree |

Source: adjusted by researchers

The second variable in this research is facilities, where facilities are defined as physical resources that must exist before a service is offered to consumers. Facilities are something important in a service business, therefore existing facilities, namely the condition of the facility, interior and exterior design and cleanliness must be considered, especially those that are closely related to what consumers feel directly. Facility indicators are built by several indicators which are presented in the following table (Tjiptono, 2018).

Table 2. Operationalization of Facilities Variables

| Manifest Variables | Measurement Scale |
|---|-----------------------|
| Facility : | 5 point Likert scale: |
| 1. Spatial Consideration/Planning Aspects | 1 = Strongly disagree |
| 2. Room Planning | 2 = Disagree |
| 3. Fixtures and Furnishings | 3 = Simply Agree |
| 4. Other supporting elements | 4 = Agree |
| | 5 = Strongly agree |

Source: adjusted by researchers

Third is the location variable which is defined as a place where the company's products are located. Location will play a role in determining the success of a business because location will influence the size of the potential market that a company can reach (Hidayat, 2020). An important factor in developing a business is the location of the location in urban areas, how to reach it and travel time to the location. Consumers will also pay attention to the location aspect because the location of housing is related to the place of residence that will be occupied for a long period of time. Consumers tend to choose locations that are easy to reach and close to busy centers, especially for property businesses (Sugianto & Ginting, 2020).

Table 3. Operationalization of Location Variables

| Manifest Variables | Measurement Scale |
|---|-----------------------|
| Location: | 5 point Likert scale: |
| 1. Location access is easily accessible | 1 = Strongly disagree |
| 2. Visibility | 2 = Disagree |
| 3. Large parking area | 3 = Simply Agree |
| 4. Easy access to public transportation | 4 = Agree |
| 5. Road conditions are adequate (Expansion) | 5 = Strongly agree |
| 6. Traffic | |

Source: adjusted by researchers

Lastly is the purchasing decision variable which is defined as consumer attitudes and behavior in identifying all possible options to solve problems and assessing choices systematically and objectively (Mardani & Na separate, 2020). Indicators for housing purchase decisions that have been adapted to the research context are presented in the following table.

Table 4. Operationalization of Location Variables

| Manifest Variables | Measurement Scale |
|--------------------------|-----------------------|
| Purchase decision: | 5 point Likert scale: |
| 1. Developer | 1 = Strongly disagree |
| 2. Housing type | 2 = Disagree |
| 3. Housing payment tenor | 3 = Simply Agree |
| 4. Payment method | 4 = Agree |
| | 5 = Strongly agree |

Source: adjusted by researchers

After determining the operationalization of the variables, the next step is to explain the population and sample. The data required for data processing with PLS-SEM requires at least 10 times the outer model and inner model independent variables or uses a sample size of ten times the number of formative indicators that form the construct (Hair et al., 2013). So a minimum of 190 research samples were obtained. The selection of respondents was 190 residents of the CitraRaya

Tangerang housing complex as a sample and used a purposive sampling technique, namely the deliberate selection of informants based on their ability to explain certain themes, concepts or phenomena (Robinson, 2014). The criteria for informants are consumers located in the CitraRaya Tangerang housing complex.

Apart from that, the data analysis method used is PLS model evaluation which has two stages (Hair et al., 2014), namely: evaluation of the Outer Model measurement model and evaluation of the Inner Model. The outer model is carried out using indicator reliability, construct reliability and convergent validity assessments. Meanwhile, the inner model can simply be evaluated using an assessment of R^2 and path coefficients, because it can be ascertained that this way the model can be accepted and produce an empirical model. The most important assessment is the path coefficient with the criterion value of the coefficient being between (-1) to (+1), the closer to +1, the stronger the relationship between constructs and vice versa. Meanwhile, the level of significance of the construct relationship is assessed from $t > 1.96$ at the significance level ($\alpha=5\%$).

RESULTS AND DISCUSSION

Respondent's Profile

The results of the descriptive analysis are a description of the characteristics of the respondents consisting of gender, age, occupation, monthly income. The results of the respondent characteristics are described as follows.

Table 5. Characteristics of Respondent Profiles

| Profile | Total |
|-----------------------------------|-------|
| Gender | |
| • Male | 65 |
| • Female | 125 |
| Total | 190 |
| Age: | |
| • 17 – 24 Years | 5 |
| • 25 – 30 Years | 28 |
| • 31 – 35 Years | 35 |
| • > 36 Years | 122 |
| Total | 190 |
| Occupation: | |
| • Employee | 55 |
| • Self-employed | 97 |
| • Civil servants | 26 |
| • Doesn't work | 12 |
| Total | 190 |
| Income per month | |
| • IDR 7,000,0000 – IDR 15,000,000 | 38 |
| • IDR 15,000,001 – IDR 25,000,000 | 81 |
| • IDR > 25,000,001 | 71 |
| Total | 190 |

Source: Data Processing Results

The sex of the men who filled out the questionnaire was (68%) while the rest were women (32%), this indicates that men are more dominant in running businesses in the export sector. Ages 31 – 40 years dominate the export industry. This indicates that on average those surveyed are more

mature in terms of their export business and have sufficient market knowledge. Undergraduate education (S1) is superior to other education because exporters have strength in terms of theory in college and have quite good language communication skills. The position of Main Director dominates this because the organizational structure of MSMEs is relatively simpler and also the Main Director has more interest in issues related to exports than other employees. . Company age >8 years dominates this because in the export sector the ability to know market information, buyer information and the company's internal position (finance, technology, human resources and operations) is the initial stage for a company when they want to enter the export market.

Data Analysis Results

The results of this research data analysis, first are the results of the outer model which details the relationship between latent variables and indicators and the inner model which details the relationship between latent variables. The first outer model assessment is convergent validity, with decision making criteria considered satisfactory if the outer loadings value is above 0.70, but above 0.60 is still acceptable (Hair et al., 2014). Apart from assessing outer loadings, you can also use AVE values above 0.50. After that, the reliability results can be seen through the composite reliability assessment and Cronbach's Alpha above 0.70 (Wong, 2013; Sarstedt et al., 2017).

Table 6. PLS Algorithm (Loading Factor) Results

| Constructs | Outer Loadings | AVE | Cronbach's Alpha | Composite Reability | Description |
|--------------------|----------------|-------|------------------|---------------------|--------------------|
| Service Quality: | | 0.648 | 0.872 | 0.902 | |
| - X1.1 | 0.746 | | | | |
| - X1.2 | 0.886 | | | | Valid and reliable |
| - X1.3 | 0.815 | | | | |
| - X1.4 | 0.792 | | | | |
| - X1.5 | 0.783 | | | | |
| Facilities: | | 0.851 | 0.942 | 0.958 | |
| - X2.1 | 0.903 | | | | Valid and reliable |
| - X2.2 | 0.934 | | | | |
| - X2.3 | 0.917 | | | | |
| - X2.4 | 0.936 | | | | |
| Location: | | 0.555 | 0.841 | 0.881 | |
| - X3.1 | 0.768 | | | | Valid and reliable |
| - X3.2 | 0.823 | | | | |
| - X3.3 | 0.615 | | | | |
| - X3.4 | 0.710 | | | | |
| - X3.5 | 0.718 | | | | |
| - X3.6 | 0.817 | | | | |
| Purchase Decision: | | 0.682 | 0.842 | 0.895 | |
| - Y1.1 | 0.891 | | | | Valid and reliable |
| - Y1.2 | 0.786 | | | | |
| - Y1.3 | 0.884 | | | | |
| - Y1.4 | 0.730 | | | | |

Source: SmartPLS data processing

From the table above, it shows that all construct items have the expected level of validity and reliability without eliminating invalid items. So, the measurement model that has been carried out

provides a reliable level of measurement. Because all outer loadings values are above 0.60, AVE is above 0.50, and the composite reliability and Cronbach's Alpha values are above 0.70.

The second evaluation uses an inner model, where the evaluation carried out is simply assessed from R2 and path coefficients, because it can be ascertained that this way the model can be accepted and produces an empirical model. The most important assessment is the path coefficient with the coefficient value criteria being between (-1) to (+1), the closer to +1, the stronger the relationship between constructs and vice versa. Meanwhile, the level of significance of the construct relationship is assessed from $t > 1.96$ at the significance level ($\alpha=5\%$) (Sarstedt et al., 2017).

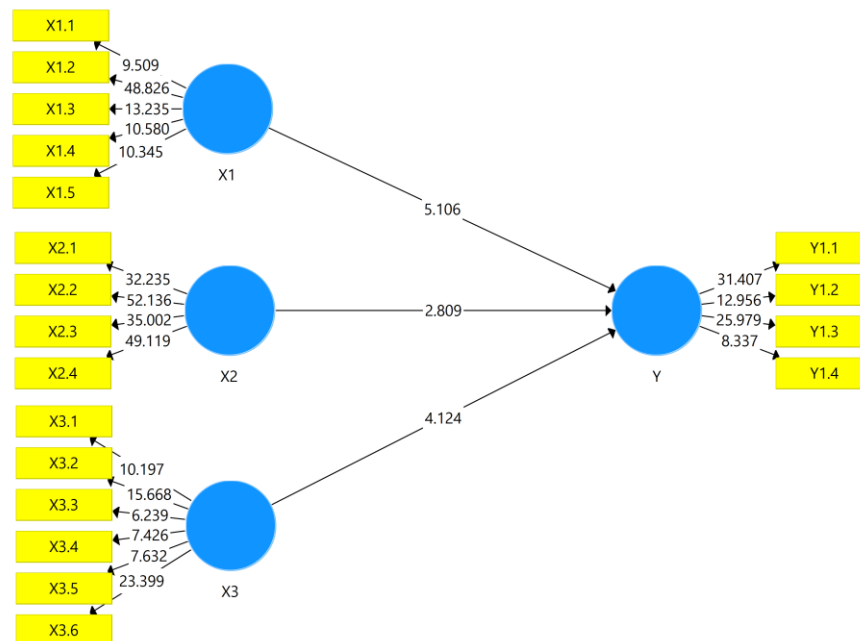


Figure 1. Structural Model Results

Source: SmartPLS data processing

Table 7. Hypothesis Test Results

| Relationships | β | t | p | Results |
|--|---------|-------|-------|--------------|
| Service Quality (X1) -> Purchasing Decisions (Y) | 0.461 | 5.106 | 0.000 | H1, Accepted |
| Facilities (X2) -> Purchase Decision (Y) | 0.258 | 2.809 | 0.005 | H2, Accepted |
| Location (X3) -> Purchase Decision (Y) | 0.289 | 4.124 | 0.000 | H3, Accepted |

Source: SmartPLS data processing

Based on the results of the structural model in Figure 9 and Table 10 above, the results are described based on the relationship between variables as follows:

- a) The Service Quality variable has a positive and significant influence on purchasing decisions. Due to the value ($\beta = 0.461$; $t = 5.106 > 1.96$; $p = 0.000 < 0.05$), it means that the first hypothesis (H1: can be accepted).
- b) Facility variables have a positive and significant influence on purchasing decisions. Due to the value ($\beta = 0.258$; $t = 2.809 > 1.96$; $p = 0.005 < 0.05$), it means the second hypothesis (H2: accepted).

- c) Location variables have a positive and significant influence on purchasing decisions. Due to the value ($\beta = 0.289$; $t = 4.124 > 1.96$; $p = 0.000 < 0.05$), this means that the third hypothesis (H3: accepted).

Discussion

Based on the hypothesis developed in this research regarding the influence of service quality, facilities and location on purchasing decisions for CitraRaya housing, the influence between variables that are related will be explained. Where, the hypothesis in this research is that Service Quality, Facilities and Location have a positive and significant effect on purchasing decisions, all hypotheses have a positive and significant effect on purchasing decisions and the third hypothesis is accepted.

a. Service quality has a positive and significant influence on purchasing decisions

From the hypothesis that has been developed, namely that service quality has a positive and significant effect on purchasing decisions (H1: accepted). This means that service quality is a form of consumer assessment of the level of service received and the expected level of service (Kotler, 2019 in Zikri, 2022), whereas according to (Tjiptono & Chandra, 2018) defines service quality or service quality as a measure of how well the level of service provided is able to match customer expectations. Customers generally expect products in the form of goods or services that they consume to be received or enjoyed with good or satisfying service.

The model that has been built has been confirmed to be justified, that service quality has a positive and significant influence on the decision to purchase a CitraRaya house. The truth of this model is of course the result of every aspect of service quality which makes an important contribution in building the construct. Aspects of service quality include: reliability, responsiveness, guarantee, empathy, and tangibles (appearance of housing). These aspects are also justified and are the result of adaptation from (Kotler and Keller, 2016). The results of these aspects can ultimately influence aspects of purchasing decisions, including: developers who are perceived by consumers as having good integrity in selecting housing types through effective payment tenors and safe and comfortable payment systems. Aspects of purchasing decisions in this research are the result of adaptations confirmed by research (Mardani & Na separate, 2020).

b. Facilities have a positive and significant effect on purchasing decisions

From the hypothesis that has been built, namely that facilities have a positive and significant effect on purchasing decisions (H2: Hypothesis Accepted). This means that facilities are important objects for improving purchasing decisions, such as customer comfort, meeting the needs and comfort of service users, if the services provided meet the requirements, clients will be satisfied (Oetama, 2017). Indicators of facilities are that they meet needs, are able to optimize work results, are easy to use, speed up work processes and placements are arranged correctly (Iskandar & Irawan, 2021).

The results of this research are the result of contributions from each aspect, where aspects of the facility have been confirmed to have strong validity and reliability in building the construct. This is what guides every aspect of the decision to purchase a CitraRaya home. Aspects of the facilities that have had a real impact in building the construction include: easy access to the location, visibility, ample parking, easy access to public transportation, and adequate road conditions. These aspects are also justified and are the result of adaptation from (Tjiptono & Chandra, 2018). The results of these aspects ultimately contribute importantly to aspects of purchasing decisions.

c. Location has a positive and significant effect on purchasing decisions

From the hypothesis that has been built, namely that location has a positive and significant effect on purchasing decisions (H3: Hypothesis Accepted). This means that location is a very important factor in creating purchasing decisions (Sugianto & Ginting, 2020). Therefore, it is important for residential property companies to pay attention to the advantages and ease of access to the selected location. Apart from the right location, property companies must also build good promotions. Location is an important factor in property business development, location layout in urban areas, how to reach and travel time from location to destination (Samudro & Hamdan, 2022).

Justifying the results of this research is of course the result of every aspect that builds it. Aspects of the location that have had a real influence that have been validated and have high reliability mean that aspects of the decision to purchase CitraRaya housing can be carried out as expected. Aspects of the location that have made an important contribution are through spatial aspects, the design of the room layout, the housing needs displayed, and other supporting elements (for example, the exterior appearance of the housing). These aspects have also been justified and are the result of adaptation from (Sugianto & Ginting, 2020).

CONCLUSION

This research has discussed the influence of service quality, facilities and location on purchasing decisions for CitraRaya Tangerang housing. The result is that service quality, facilities and location have a positive and significant impact on purchasing decisions. This shows how important it is to implement these practices as a top priority in improving housing purchasing decisions. However, what is very important to prioritize is service quality because it produces the highest influence compared to other factors. In decision-making practice, aspects that need to be implemented in the context of service quality are reliability, responsiveness, assurance, empathy, and tangibles (appearance of housing). This will raise the developer's good name which is perceived by consumers to purchase this type of housing, which is adjusted to the payment tenor and payment system.

Next is location which can also determine consumer attitudes towards purchasing housing. Therefore, strategic housing locations can provide complete certainty in purchasing decisions. A good housing location that consumers consider when making purchasing decisions can be implemented through the following aspects: easily accessible location, visibility, large parking area, easy access to public transportation, and adequate road conditions. Lastly, facilities are also important for consumers to consider when making housing purchase decisions. Facilities can be implemented through spatial aspects, room layout design, displayed housing needs, and other supporting elements (for example, the exterior appearance of housing).

Finally, this research is very appropriate as a reference for business actors to make the right decisions in implementing competitive marketing strategies in the future by implementing the aspects that have been explained. Apart from that, it can be used as a reference for further research to develop or modify this research model, because based on each construct that is built it can reflect the model at a good level. However, the shortcomings of this research are also important considerations that should not be ignored in order to provide reliable knowledge for further research, including that the sample used is still small so that the scope of the sample can be expanded, as well as the limited research location resulting in the need to carry out research in a wider location to represent the research better.

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