

The Influence of Marketing Mix Variables on Decisions to Purchase a Subsidized Home

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Abstract

PT Argopuro Pratama Sentosa is a real estate company in Banyuwangi Regency. Analysis of the Effect of Marketing Mix Variables on Subsidized House Purchase Decisions (Case Study in Taman Argopuro Indah Housing, Banyuwangi) is important to study along with the increasing proportion of households living in subsidized houses. Interviews, distribution of questionnaires, and documentation were used as data collection techniques. The sampling technique for this study used an accidental sampling technique, namely as many as 78 consumers at Taman Argopuro Indah Housing Complex. Data analysis methods in this study are validity test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis test, coefficient of determination test, f test, and t test. Based on the results of the F test, it shows that the marketing mix variables (price, location, product quality, and promotion) together have a positive and significant influence on the buying decision of subsidized housing. Based on the results of the t test, it can be seen that the variables of price, location, product quality, and promotion have a partially positive and significant effect on the purchase decision of subsidized housing.

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1. Introduction

Business competition in the current era of globalization is very tight, where every company is required to meet consumer needs and strive to create a product that has advantages and is different from competitors' products. Entrepreneurs try to create products to meet consumer needs and desires, for example in the real estate sector.

Housing is a basic human need, according to Sri Mulyani (2016) the availability of subsidized housing is one of the government's very important programs to encourage the country's development. Only around 40% of Indonesia's population can buy their own house without government assistance. 60% find it difficult to own a house, some even cannot own a house at all if they only rely on income, so they live in slum areas. so that April 29 2015 became a momentum for the government to launch a housing or housing assistance program for MBR (Low Income Communities) through the "one million houses" program which is monitored by the Ministry of Public Works and Public Housing (PUPR) and implemented from year to year until now. This.

The real estate business is quite an attractive business area for developers. Competition between developers (developers) in marketing subsidized housing products to consumers is also getting tighter, so developers (developers) must think smartly and creatively to attract consumers by knowing what factors can influence consumers in their decision to purchase subsidized housing.

In general, the marketing mix emphasizes a strategic concept that integrates Product, Price, Promotion and Place, all of which are aimed at generating maximum sales turnover for the products being marketed by providing satisfaction to customers (Kotler, 2014).

Price is the amount of money that consumers exchange for the benefits of owning or using products and services, price acts as the main determinant of purchases (Kotler, 2009).

A location (Place) with good placement and layout will of course also be an added value in attracting consumer interest (Shalsabillah & Sugiyanto, 2022).

Product is related to the quality of a house building in performing its function, this includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes (Kotler & Keller, 2012).

Promotion is one of the priority components of marketing activities which informs consumers that the company is launching a new product that tempts consumers to carry out purchasing activities (Savira et al., 2022).

PT Argopuro Pratama Sentosa has one subsidized housing complex offering views of the Bali Strait, namely the Taman Argopuro Indah Housing Complex which is located on Jl. Argopuro, in front of Argopuro Station, Klatak Village, Banyuwangi Regency. The Taman Argopuro Indah housing complex officially opened in 2019, with a total of 351 units and 36 house types with a standard land area of 66 m². The large number of subsidized housing in the city of Banyuwangi provides many choices for consumers, so companies must carry out more aggressive marketing to increase sales.

Table 1. Sales of Taman Argopuro Indah Housing Banyuwangi

| No | Year | Sales/unit |
|----|------|------------|
| 1 | 2019 | 54 |
| 2 | 2020 | 79 |
| 3 | 2021 | 82 |
| 4 | 2022 | 97 |

Source: Data Processed (2023)

Based on the table above, it can be seen that sales have increased from year to year, so researchers are interested in knowing “The Influence of Marketing Mix Variables on Decisions to Purchase a Subsidized Home”.

2. Literature Review

Marketing is a comprehensive, integrated and planned activity carried out by an organization or institution in carrying out business to be able to accommodate market demand by creating products with selling value, determining prices, communicating, delivering and exchanging offers that are of value to consumers and clients. , partners and the general public (Yoga Friyono, 2020), one of the variables that can be controlled by the company is the marketing mix, which is a combination of various marketing variables that can be controlled by the company (Sunarti, 2019).

Marketing Mix

The marketing mix emphasizes the understanding of a strategy that integrates Product, Price, Promotion and Place, all of which are directed at generating maximum sales turnover for the products being marketed by providing satisfaction to customers (Sianipar & Ubat, 2019).

Price

Price is the only element of the marketing mix that provides profits or advantages aimed at the survival of a company (Sunargo & Sembiring, 2022). Buyers' consideration of the price of a house is based on the suitability or affordability of the price for the targeted segmentation, the suitability of the price with the profits received, the suitability of the price with the desired quality (Mulia, 2020).

Location

The level of success of a company in determining a location is very influential, such as strategic housing locations. Apart from considering strategic housing locations, they must also take into account aspects of environmental comfort for the home owner (Sunargo & Sembiring, 2022).

Product quality

Product quality is the ability of a product to perform its function, this includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes (Mulia, 2020). The quality of housing products includes durability, capability, convenience and other attributes that have value from a product (Rozikin et al., 2021).

Promotion

Promotion is an activity that aims to persuade or influence consumers to make purchases of the products offered and divert purchases to products produced by a company (Sunargo & Sembiring, 2022).

Buying decision

Purchasing decisions are identifying all possible options to solve the problem and systematically and objectively evaluating the options and their targets, determining the advantages and disadvantages of each (Fauziah et al., 2021).

3. Methodology

This research method uses quantitative. The type of data used in this research is primary data sourced from consumers of Taman Argopuro Indah Housing and secondary data sourced from literature studies, previous research and books.

The population that will be used in this research is 312 consumers who have purchased subsidized housing at PT Argopuro Pratama Sentosa during 2022. The sample is part of the population and its characteristics. According to (Arikunto, 2016) a good sampling method really depends on the population. A population of less than 100 is all taken as a sample, if more than 100 then the sample is set at 10%-15% and 20%-25%. Sampling must consider the funds, energy and time available to the researcher. In this case the researchers determined a sample of 25% of 312 people. Sample: $312 \times 25\% = 78$

Based on the calculations above, the sample of respondents in this study was 78 respondents, with a sampling technique using accidental sampling. The research variables used in this research are: Independent variables: price, location, product quality and promotion. Dependent/dependent variable: Purchase Decision. Data collection methods are interviews, distribution of questionnaires, and documentation.

Activities in data analysis include grouping data based on variables and types of respondents, tabulating data based on variables from all respondents, presenting data for each variable studied and carrying out calculations to answer the problem formulation, and carrying out calculations to test a hypothesis that has been proposed, as for the analysis method This research data uses SPSS.

This research uses a questionnaire and to test the questionnaire Validity and Reliability Tests are used. The data analysis techniques used multiple linear regression consisting of Classical Assumption Tests (Normality Tests, Multicollinearity Tests, Heteroscedasticity Tests), Determination Coefficients, Hypothesis Tests (F Tests and t Tests). This is in accordance with what Firdaus (2019) said.

4. Results and Discussion

4.1. Results

Results of research on analysis of the influence of marketing mix variables on decisions to purchase subsidized housing. The data used is primary data from a questionnaire distributed to 78 consumer respondents at Taman Argopuro Indah Housing.

Validity test

According to Ghozali (2011) the validity test is used to measure whether a questionnaire is valid or not. The decision that can be taken based on the results of validity testing using the bivariate Pearson correlation method is that if the calculated r value $>$ r table means that the question has been accepted as valid.

Table 2. Validity Test Results

| Variable | Item | r Count | r Table | Information |
|------------------|------|---------|---------|-------------|
| Price | X1.1 | 0.849 | 0.222 | Valid |
| | X1.2 | 0.809 | | Valid |
| | X1.3 | 0.726 | | Valid |
| Location | X2.1 | 0.785 | 0.222 | Valid |
| | X2.2 | 0.768 | | Valid |
| | X2.3 | 0.774 | | Valid |
| | X2.4 | 0.776 | | Valid |
| Quality | X3.1 | 0.748 | 0.222 | Valid |
| | X3.2 | 0.779 | | Valid |
| | X3.3 | 0.800 | | Valid |
| | X3.4 | 0.816 | | Valid |
| Promotion | X4.1 | 0.534 | 0.222 | Valid |
| | X4.2 | 0.760 | | Valid |
| | X4.3 | 0.732 | | Valid |
| | X4.4 | 0.803 | | Valid |
| | X4.5 | 0.727 | | Valid |
| Buying Decisions | Y1.1 | 0.708 | 0.222 | Valid |
| | Y1.2 | 0.731 | | Valid |
| | Y1.3 | 0.660 | | Valid |
| | Y1.4 | 0.679 | | Valid |

Source: Data Processed (2023)

It can be seen that the correlation between each variable indicator price (X1), location (X2), product quality (X3), promotion (X4) and Purchase Decision (Y) shows that $R_{count} > R_{table}$. It can be concluded that all question items are declared valid.

Reliability Test

Reliability testing focuses on finding out whether the question items in the variable are said to be reliable, that is, they have consistency in measuring the problem they represent. In this study, reliability was measured using the Cronbach Alpha method with the help of a tool in the form of SPSS to measure the reliability of the instrument used. A construct or variable is said to be reliable if it provides a Cronbach's Alpha value > 0.60 (Nunnally in Ghozali, 2011).

Table 3. Reliability Test Results

| No | Variable | Alpha Cronbach's | Information |
|----|----------------------|------------------|-------------|
| 1 | Price (X1) | 0,640 | Reliable |
| 2 | Location (X2) | 0,710 | Reliable |
| 3 | Quality (X3) | 0.777 | Reliable |
| 4 | Promotion (X4) | 0,786 | Reliable |
| 5 | Buying Decisions (Y) | 0,743 | Reliable |

Source: Data Processed (2023)

The results of the reliability test with Cronbach Alpha show that all variables have a Cronbach Alpha value > 0.60 . Through these results it can be concluded that all question items on each variable are declared to have passed the reliability test and the questions are reliable.

Normality test

This test was carried out to determine whether in the regression test, the confounding variables or residuals were normally distributed, while drawing conclusions in the normality test in this study used the Kolmogorov Smirnov method.

Table 4 Normality Test Results

| One-Sample Kolmogorov-Smirnov Test | | | Unstandardized Residual |
|------------------------------------|----------------|--|-------------------------|
| N | | | 78 |
| Normal Parameters ^{a,b} | Mean | | .0000000 |
| | Std. Deviation | | .21291134 |
| Most Extreme Differences | Absolute | | .059 |
| | Positive | | .059 |
| | Negative | | -.057 |
| Test Statistic | | | .059 |
| Asymp. Sig. (2-tailed) | | | .200 ^{c,d} |

Source: Data Processed (2023)

It can be understood that the normality test results have a value of 0.200. As for the acceptable criteria in this analysis, if the significance of the Kolmogorov-Smirnov test is > 0.05 , from the test results above it is known that the significance value is $0.200 > 0.05$ then the results of the test Kolmogorov-Smirnov normal distribution.

Multicollinearity Test

This test is carried out to find out whether or not there are independent variables that are similar to other independent variables in the same regression model. This multicollinearity test is measured using the resulting Tolerance and Inflation Factor or VIF values. The way to draw conclusions on the test is that if the Tolerance and VIF values are in the range 1-10 then the data used in the regression model is acceptable.

Table 5. Multicollinearity Test Results

| Model | Collinearity Statistics | |
|-----------|-------------------------|-------|
| | Tolerance | VIF |
| Price | .531 | 1.882 |
| Location | .557 | 1.794 |
| Quality | .834 | 1.199 |
| Promotion | .743 | 1.346 |

Source: Data Processed (2023)

Based on table 3, it can be seen that the tolerance value and VIF and tolerance values are > 0.1, this indicates that there is no multicollinearity in the regression model.

Heteroscedasticity Test

This test is carried out to see whether there are differences in residual variance from one observation period to another. Heteroscedasticity testing in this study uses a Scatterplots graph by drawing conclusions from the points spread on the graph between Standardized Predicted Value (ZPRED) and Studentized Residual (SRESID) that do not form a particular pattern, if the points are spread above and below the number 0 on the axis. Y, it can be concluded that the regression model is acceptable.

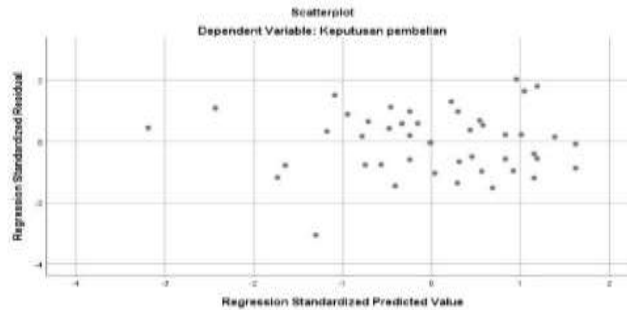


Figure 1. Heteroscedasticity Test Results
Source: Data Processed (2023)

Based on the results of the analysis using the Scatterplot graph, it shows that the points in the graph are spread above and below the Y axis and do not show any particular pattern, it can be concluded that the data used in this regression model does not have heteroscedasticity.

Multiple Linear Regression Analysis

This analysis aims to analyze the relationship between the independent variable (X) simultaneously and the dependent variable (Y). Statistical calculations in multiple linear regression analysis using the SPSS program.

Table 6. Multiple Linear Regression Test Results

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| (Constant) | -.076 | .362 | | -.210 | .834 | | |
| Price | .257 | .077 | .299 | 3.339 | .001 | .531 | 1.882 |
| Location | .226 | .074 | .265 | 3.028 | .003 | .557 | 1.794 |
| Quality | .261 | .057 | .325 | 4.546 | .000 | .834 | 1.199 |
| Promotion | .277 | .075 | .279 | 3.680 | .000 | .743 | 1.346 |

Source: Data Processed (2023)

The multiple linear regression model equation in this research are:

$$Y = (-0.076) + 0.257 X_1 + 0.226 X_2 + 0.251 X_3 + 0.277$$

Based on the equation above, the results of the multiple linear regression test can be described as follows:

The value of α' is -0.076, which means that if the value of the independent variables (price, location, quality and promotion) is equal to 0, then the purchasing decision (Y) is -0.076, a negative constant value is not a reason to conclude that the equation is wrong. Negative constants are not a problem as long as X1 and X2 cannot be 0 because it is impossible (Rietveld and Sunaryo in Yosephine, 2016).

β_1' (X1 regression coefficient value) of 0.257 indicates that there is a positive influence between the independent variable considered constant, it will influence the increase in the dependent variable (Purchase Decision) by 0.257.

β_2' (X2 regression coefficient value) of 0.226 indicates that there is a positive influence between the independent variable considered constant, it will influence the increase in the dependent variable (Purchase Decision) by 0.226.

β_3' (X3 regression coefficient value) of 0.261 indicates that there is a positive influence between the independent variable considered constant, it will influence the increase in the dependent variable (Purchasing Decision) by 0.261.

β_4' (X4 regression coefficient value) of 0.277 indicates that there is a positive influence between the independent variable considered constant, it will influence the increase in the dependent variable (Purchase Decision) by 0.277.

Coefficient of Determination

This coefficient of determination is used to find out how much influence the independent variables have on the dependent variable. The coefficient of determination value for the 4 independent variables is used adjusted Rsquare, as follows:

Table 7. Determination Coefficient Test Results

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .830 ^a | .688 | .671 | .21867 | 1.895 |

Source: Data Processed (2023)

Based on the table above, it can be seen that the coefficient of determination shown by the Adjusted R Square value is 0.671, which means that the variation of all the independent variables of price, location, quality and promotion in this study has an influence of 67.1% while the remaining is 32.9% is influenced by other factors outside the regression model in this study.

Hypothesis testing

The t test (Partial Test) was carried out to see partially whether there was a significant influence of the independent variables price, location, quality and promotion on the dependent variable, namely purchasing decisions.

Table 8. t test results

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| (Constant) | -.076 | .362 | | -.210 | .834 | | |
| Price | .257 | .077 | .299 | 3.339 | .001 | .531 | 1.882 |
| Location | .226 | .074 | .265 | 3.028 | .003 | .557 | 1.794 |
| Quality | .261 | .057 | .325 | 4.546 | .000 | .834 | 1.199 |
| Promotion | .277 | .075 | .279 | 3.680 | .000 | .743 | 1.346 |

Source: Data Processed (2023)

The t test compares the results of the significance probability values in table 4.24 with a significance level of 5% ($\alpha = 0.05$), which can be concluded as follows:

The results of testing the Price variable (X1), the significance value is $0.001 < 0.05$, so H01 is rejected and Ha1 is accepted, which means that price has a partially positive and significant effect on the decision to purchase subsidized housing.

The results of testing the Location variable (X2), the significance value is $0.003 < 0.05$, so H02 is rejected and Ha2 is accepted, which means that location has a partially positive and significant effect on the decision to purchase subsidized housing.

The results of testing the Product Quality variable (X3), the significance value is $0.000 < 0.05$, so H03 is rejected and Ha3 is accepted, which means that product quality has a partially positive and significant effect on the decision to purchase subsidized housing.

The results of testing the Promotion variable (X4), the significance value is $0.000 < 0.05$, so H04 is rejected and Ha4 is accepted, which means that promotion has a partially positive and significant effect on the decision to purchase subsidized housing.

F Test (Simultaneous Test)

Basically, the F statistical test (simultaneous) shows whether all independent and independent variables included in the regression model have a joint influence on the dependent or dependent variable.

Table 9. F Test Results

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|------------|----------------|----|-------------|--------|-------------------|
| Regression | 7.708 | 4 | 1.927 | 40.302 | .000 ^b |
| Residual | 3.491 | 73 | .048 | | |
| Total | 11.199 | 77 | | | |

Source: Data Processed (2023)

The results of simultaneous testing produce an F statistical value of 40,302 with a sig value of 0.000 < 0.05 where H0 is rejected, which means that overall the independent variables are Price (X1), Location (X2), Product Quality (X3), and Promotion (X4) has a positive and significant effect on the dependent variable, namely the Purchase Decision (Y) of Subsidized Housing.

4.2. Discussion

The Influence of Price on the Decision to Purchase Subsidized Housing

Based on the calculation results for the price variable (X1), a partial significance value of 0.001 < 0.05 is obtained, so H01 is rejected and Ha1 is accepted, this shows that the price variable (X1) has a partially positive and significant effect on the decision to purchase subsidized housing. The factors that cause prices to have a positive influence on purchasing decisions include prices that are still affordable and in line with people's purchasing power, and prices that are in accordance with the quality of the products provided.

In line with previous research entitled *The Influence of Price, Promotion and Location on the Decision to Purchase a Subsidized KPR House at PT Sinar Jaya Putra Kampar Batam* (Sunargo & Sembiring, 2022) which states that price has a positive and significant effect on the decision to purchase a subsidized house, from the results of the analysis It is stated that prices are determined based on consumers' expectations to reach all groups (Moch. Khoirul Anwar, 2020).

The influence of location on the decision to purchase subsidized housing

Based on the calculation results for the location variable (X2), a partial significance value of 0.003 < 0.05 is obtained, so H02 is rejected and Ha2 is accepted, this shows that the location variable (X2) has a partially positive and significant effect on the decision to purchase subsidized housing. The factors that cause location to have a positive influence on purchasing decisions include strategic housing locations and proximity to public facilities, namely hospitals, schools, markets, gas stations, ports and hotels.

In line with previous research entitled *The Influence of Price, Promotion and Location on the Decision to Purchase a Subsidized KPR House at PT Sinar Jaya Putra Kampar Batam* (Sunargo & Sembiring, 2022) which states that location has a positive and significant effect on the decision to purchase a subsidized house.

In contrast to previous research entitled *The Influence of Product, Price, Location and Promotion on House Purchase Decisions at Griya Sakinah Slawi Housing (Case Study at PT. Dirly Makmur Putra Syukur)* (Indriani, 2020) this research shows that location does not have a significant effect partial impact on the decision to purchase subsidized housing.

The Influence of Product Quality on the Decision to Purchase Subsidized Housing

Based on the calculation results for the product quality variable (X3), a partial significance value of 0.000 < 0.05 was obtained, so H03 was rejected and Ha3 was accepted. This shows that the product quality variable (X3) has a partial positive and significant effect on the decision to purchase subsidized housing. The factors that cause product quality to have a positive influence on purchasing decisions include Taman Argopuro Indah Housing having better building durability compared to other housing, when seen from the pillars that support the building, as well as the choice of materials and better utilization of spatial planning compared to with other housing.

In line with previous research entitled *The Influence of Promotion, Location, Building Quality on Purchase Interest in Anniel Cisoka Tangerang Housing* (Shalsabillah & Sugiyanto, 2022) which states that building quality has a positive and significant effect on the decision to purchase subsidized housing.

The Influence of Promotion on the Decision to Purchase Subsidized Homes

Based on the calculation results for the promotion variable (X4), a partial significance value of 0.000 < 0.05 is obtained, so H04 is rejected and Ha4 is accepted, this shows that the promotion variable (X4) has a partially positive and significant effect on the decision to purchase subsidized housing. The factors that cause promotions to have a positive influence on purchasing decisions include attractive discount offers every month, promotions via social media with photos and videos, product offering visits to several agencies and the general public, and establishing good relationships with partners in housing promotions.

In line with previous research entitled *Analysis of the Influence of Price, Product Quality, Promotion and Location on Home Purchasing Decisions (Case Study of Havaland Malang Housing Buyers)* (Rozikin et al., 2021) this research explains that there is a positive and significant influence between promotions on purchasing decisions

In contrast to previous research entitled *The Influence of Product, Price, Location and Promotion on House Purchase Decisions at Griya Sakinah Slawi Housing (Case Study at PT. Dirly Makmur Putra Syukur)* (Indriani, 2020) this research shows that promotion has no significant effect partial impact on housing purchase decisions.

The influence of price, location, quality and promotion on purchasing decisions

Based on the results of the Simultaneous Test or F Test on the variables price (X1), location (X2), quality (X3), and promotion (X4) on purchasing decisions (Y), a significance of $0.000 < 0.05$ is obtained, so H_a is accepted and H_0 is rejected, which means that the variables price (X1), location (X2), quality (X3), and promotion (X4) simultaneously influence the purchase decision (Y) of subsidized housing.

In line with previous research entitled The Influence of Price, Promotion and Location on the Decision to Purchase a Subsidized KPR House at PT Sinar Jaya Putra Kampar Batam (Sunargo & Sembiring, 2022) states that price, promotion and location simultaneously have a positive and significant effect on the decision to purchase a subsidized house, and previous research entitled The Influence of Promotion, Location, Building Quality on Purchase Interest in Annieland Cisoka Tangerang Housing (Shalsabillah & Sugiyanto, 2022) stated that location, promotion and building quality both have a positive and significant influence on the decision to purchase subsidized housing.

5. Conclusion

Based on the test results in this research, the following conclusions can be obtained: 1) The price variable (X1) has a positive and partially significant effect on the decision to purchase subsidized housing. 2) The location variable (X2) has a positive and partially significant effect on the decision to purchase subsidized housing. 3) The product quality variable (X3) has a positive and partially significant effect on the decision to purchase subsidized housing. 4) The promotion variable (X4) has a positive and partially significant effect on the decision to purchase subsidized housing. 5) The variables price, location, product quality and promotion simultaneously have a positive and significant effect on the decision to purchase subsidized housing.

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