



## Analysis Of Price, Promotion And Location Of Purchasing Decisions At PT Samera Propertindo

Jesslyn Wong<sup>1</sup>, Muhammad Agung Anggoro<sup>2</sup>, Andrew Pranata Sinaga<sup>3</sup>, Dandy Irawan<sup>4</sup>

<sup>1,2,3,4</sup>Management Study Program, Prima Indonesia University  
E-mail: [jejeshuan@gmail.com](mailto:jejeshuan@gmail.com)

### ARTICLE INFO

Article history:  
Received: 2021-02-28  
Revised: 2021-04-06  
Accepted: 2021-04-30

### Keywords:

Price; Promotion;  
Location; Purchase Decision

### ABSTRACT

This study aims to examine and analyze the effect of Price Quality, Promotion and Location on Purchasing Decisions at PT Samera Propertindo. The research method uses quantitative. The population was 196 consumers and the sample was 137 consumers. The sampling technique used was random sampling. The results of the calculation of hypothesis testing partially and simultaneously Price, Promotion and Location simultaneously have a positive and significant effect on Purchasing Decisions at PT Samera Propertindo..

Copyright © 2021 Jurnal Mantik.  
All rights reserved.

### 1. Introduction

Competition in the property business, including housing *Real Estate* and residential buildings are getting more and more vigorous in line with the growth of the economy. This has led to increasingly fierce competition among property companies because they are faced not only with how to survive but also trying to outperform other property companies in implementing effective marketing programs. With various ways, especially by utilizing price fixing, vigorous and effective promotions and strategic property locations. PT Samera Propertindo is a company engaged in real estate and building. Low purchasing decisions for corporate housing reflected in sales targets not being achieved. Housing prices offered by the company are quite varied, which can be tailored to the needs of consumers. Many consumers complain that the down payment or down payment required by the company is very high compared to its competitors and that the down payment can only be paid in installments 2-3 times in a period of 1 month. Some housing companies have also set prices that are too high, namely Padma Village, which is in the range of IDR 700,000,000 to IDR 1,000,000,000, while the area offered is only 4 \* 18 meters and 2.5 levels. This is what many consumers complain about that the price offered has not been adjusted to the quality of the housing unit. Then at least the cashback given or the discount given to consumers. Company promotions that are still ineffective. Promotion is only more and more intense in the form of advertisements on social media carried out by marketing staff, prizes offered to consumers in the form of notebooks or smartphones to lucky consumers, many new marketing staff and not yet capable of motivating consumers because they have not mastered the entire housing unit offered by PT Samera Propertindo to consumers and the inability to calculate mortgage costs to consumers so that some consumers are disappointed and have no interest in purchasing. Some of the housing locations offered to consumers are not yet strategic, such as in the titi board area that is far from urban areas, the road to the complex or residential villa in Amal Luhur is still a small road, some housing has a narrow parking area so that it becomes consumers' disinterest in housing units offered by the company to consumers. Many of the marketing staff are new and are not yet capable of motivating consumers because they have not mastered the entire housing unit material offered by PT Samera Propertindo to consumers and the inability to calculate mortgage costs for consumers so that some consumers are disappointed and not interested in purchasing. Some of the housing locations offered to consumers are not yet strategic, such as in the titi board area that is far from urban areas, the road to the complex or residential villa in Amal Luhur is still a small road, some housing has a narrow parking area so that it becomes consumers' disinterest in housing units offered by the company to consumers. Many of the marketing staff are new and are not yet



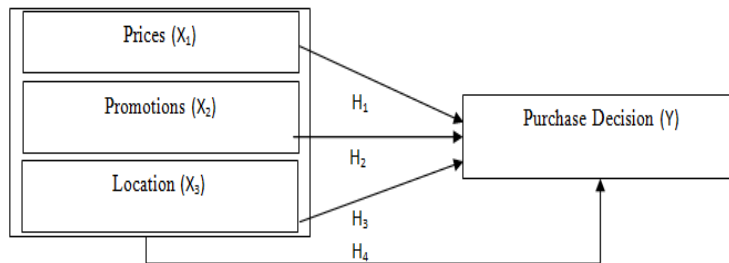
capable of motivating consumers because they have not mastered the entire housing unit material offered by PT Samera Propertindo to consumers and the inability to calculate mortgage costs for consumers so that some consumers are disappointed and not interested in purchasing. Some of the housing locations offered to consumers are not yet strategic, such as in the titi board area that is far from urban areas, the road to the complex or residential villa in Amal Luhur is still a small road, some housing has a narrow parking area so that it becomes consumers' disinterest in housing units offered by the company to consumers.

**2. Literature Review**

According to Sangadji and Sopiah (2016: 132) price is the product or service attribute most often used by most consumers to evaluate products. According to Kotler and Keller (2018: 172), marketing communication is a means by which companies try to inform, persuade and remind consumers directly or indirectly about the products and brands being sold. According to Husen (2018: 133), "Place (place) or location, namely various company activities to make products produced or sold affordable and available to the target market." According to Sunyoto (2014: 281), "Purchasing Decisions are an evaluation stage which results in consumers forming preferences among alternatives to branded goods."

**2.1 Conceptual Framework**

Based on the discussion above, a framework of thought can be described as follows:



**Fig 1 Conceptual Framework**

**3. Research methods**

The research approach used in this research is a quantitative approach. This type of research is a type of quantitative descriptive research. This research is explanatory research. In explanatory research, the researcher tries to explain or prove the relationship or influence between variables. The population in this study amounted to 137 consumers. The sampling technique used was simple random sampling. Simple random sampling is taking members of the sample from the population at random without paying attention to the strata in the population. The number of samples in this study using the Slovin technique in finding the number of samples obtained as many as 102 consumers 30 consumers for validity and reliability testing.

**4. Results**

**4.1. Classic assumption test**

**a. Normality test**

There are two ways to detect whether the residuals are normally distributed or not, namely: The histogram graph in Figure 1 shows real data forms curves that tend to be symmetrical (U) does not deviate to the left or right, so it can be said that the data is normally distributed. The PP Plot Normality Graph shows that the data spreads around the diagonal line, the spread is mostly close to the diagonal line. This means that the data is normally distributed. The results of the normality test using the Kolmogorov Smirnov test showed a significant value of  $0.281 > 0.05$ . Thus, the Kolmogorov Smirnov test results show that the data is normally distributed.

**b. Multicollinearity Test**

Multicollinearity can also be seen from the tolerance value and variance inflation factor (VIF). If the low tolerance value is the same as the high VIF value (because  $VIF = 1/\text{tolerance}$ ) used to indicate the presence of multicollinearity is the tolerance value  $> 0.10$  or equal to the VIF value  $< 10$ . The tolerance value for the price variable is  $0.900 > 0.1$ , promotion is  $0.867 > 0.1$  and location is  $0.837 > 0.1$ , while the VIF value for the price independent variable is  $1.111 < 10$ , promotion is  $1.153 < 10$  and location is  $1.195 < 10$ . Thus in the multicollinearity test there is no correlation between independent variables.

#### c. Heteroscedasticity Test

Mend detection heteroscedasticity is The scatterplot graph shows that the dots spread with an unclear pattern either above or below the zero (0) on the Y axis, not gathering in one place, so from the scatterplot graph it can be concluded that there is no heteroscedasticity in the regression model. NThe significant value of the price is  $0.362 > 0.05$ , promotion is  $0.561 > 0.05$  and location is  $0.306 > 0.05$ , there is no heteroscedasticity problem.

### 4.2 Results of Research Data Analysis

#### a. Research Model

The regression model used is as follows  $\text{Purchase Decision} = 3.188 + 0.302 \text{ Price} + 0.233 \text{ Promotion} + 0.386 \text{ Location} + e$ .

The constant of 3.188 states that if the independent variable price, promotion and location does not exist or is constant, the dependent variable is the purchase decision on amounting to 5,781 units. The regression coefficient of the independent variable price is 0.302 and is positive, this means that if each decrease of the price of 1 unit of the independent variable will increase the dependent variable of the purchase decision. amounting to 0.302 unit assuming the other variables are constant. Promotion-free variable regression coefficient is 0.233 and is positive, this means that if each increase in the promotion-free variable 1 unit will increase the dependent variable of the purchase decision. equal to 0.233 units with the assumption that the other variables are constant. The regression coefficient for the location-free variable is 0.386 and is positive, this means that if each increase in the location of the independent variable is 1 unit, it will increase the dependent variable in the purchase decision. amounting to 0.386 units with the assumption that other variables are constant.

#### b. Hypothesis Determination Coefficient

HThe result of the coefficient of determination test is the Adjusted R Square value of 0.325, this means 32.5% of the variation in the dependent variable, namely Buying decision which can be explained by the variation in the variables Prices, Promotions and Locations while the remaining 67.5% (100% - 32.5%) is explained by other variables not examined in this study, such as innovation, product, design and so on.

#### c. Simultaneous Hypothesis Testing (Test F)

The test results obtained F value  $\text{count} (17,189) > \text{F table} (2.70)$  and a significance probability of  $0.000 < 0.05$ , means that  $H_0$  is rejected and  $H_a$  is accepted, namely Price, Promotion and Location simultaneously have a positive and significant effect on Purchasing Decisions at PT Samera Propertindo.

#### d. Partial Hypothesis Testing (t test)

The results of the calculation of hypothesis testing partially obtained the t value  $\text{count} > \text{t table}$  or  $3.078 > 1.984$  and the significance obtained is  $0.003 < 0.05$ , means that  $H_0$  is rejected and  $H_a$  is accepted, namely the price partially has a negative and significant effect on Purchasing Decisions at PT Samera Propertindo

The results of the calculation of hypothesis testing partially obtained the t value  $\text{count} > \text{t table}$  or  $3.137 > 1.984$  and the significance obtained is  $0.002 < 0.05$ , means that  $H_0$  is rejected and  $H_a$  is accepted, namely Promotion partially has a positive and significant effect on Purchasing Decisions at PT Samera Propertindo

The results of the calculation of hypothesis testing partially obtained the t value  $\text{count} > \text{t table}$  or  $3.038 > 1.984$  and the significance obtained is  $0.003 < 0.05$ , means that  $H_0$  is rejected and  $H_a$  is accepted, namely the location partially has a positive and significant effect on Purchasing Decisions at PT Samera Propertindo

### 4.3 Discussion

#### a. The Effect of Price on Purchasing Decisions at PT Samera Propertindo

The results of the calculation of hypothesis testing partially obtained the t value  $\text{count} > \text{t table}$  or  $3.078 > 1.984$  and the significance obtained is  $0.003 < 0.05$ , means that  $H_0$  is rejected and  $H_a$  is accepted, namely the price partially has a negative and significant effect on Purchasing Decisions at PT Samera Propertindo. According to Limakrisna and Susilo (2012: 61), "Price is a very important tool and is a factor that influences purchasing decisions in the public sector." The price is a sum of money plus some goods and services. Price is often used as an indicator of value when the price is related to the benefits felt for a good or service. In

determining the value of goods and services, consumers compare the ability of goods and services to meet their needs with the ability of substitute goods and services. In order to be successful in marketing a good or service, each company must set its price appropriately. Housing prices offered by the company are quite varied, which can be tailored to the needs of consumers. Many consumers complain that the down payment or down payment required by the company is very high compared to its competitors and that the down payment can only be paid in installments 2-3 times in a period of 1 month. Some housing companies have also set prices that are too high, namely Padma Village, which is in the range of IDR 700,000,000 to IDR 1,000,000,000, while the area offered is only 4 \* 18 meters and 2.5 levels. This is what many consumers complain about that the price offered has not been adjusted to the quality of the housing unit. Then at least the cashback given or the discount given to consumers. Many consumers complain that the down payment or down payment required by the company is very high compared to its competitors and that the down payment can only be paid in installments 2-3 times in a period of 1 month. Some housing companies have also set prices that are too high, namely Padma Village, which is in the range of IDR 700,000,000 to IDR 1,000,000,000, while the area offered is only 4 \* 18 meters and 2.5 levels. This is what many consumers complain about that the price offered has not been adjusted to the quality of the housing unit. Then at least the cashback given or the discount given to consumers. Many consumers complain that the down payment or down payment required by the company is very high compared to its competitors and that the down payment can only be paid in installments 2-3 times in a period of 1 month. Some housing companies have also set prices that are too high, namely Padma Village, which is in the range of IDR 700,000,000 to IDR 1,000,000,000, while the area offered is only 4 \* 18 meters and 2.5 levels. This is what many consumers complain about that the price offered has not been adjusted to the quality of the housing unit. Then at least the cashback given or the discount given to consumers. Some housing companies have also set prices that are too high, namely Padma Village, which is in the range of IDR 700,000,000 to IDR 1,000,000,000, while the area offered is only 4 \* 18 meters and 2.5 levels. This is what many consumers complain about that the price offered has not been adjusted to the quality of the housing unit. Then at least the cashback given or the discount given to consumers.

#### **b. The Effect of Promotion on Purchasing Decisions at PT Samera Propertindo**

The results of the calculation of hypothesis testing partially obtained the  $t_{\text{count}} > t_{\text{table}}$  or  $3.137 > 1.984$  and the significance obtained is  $0.002 < 0.05$ , it means that  $H_0$  is rejected and  $H_a$  is accepted, namely Promotion partially has a positive and significant effect on Purchasing Decisions at PT Samera Propertindo. According to Sunyoto (2013: 19), promotional activities not only function as a means of communication between companies and consumers, but also as a tool to influence consumers in purchasing activities or products according to their needs and desires. Promotion is one of the variables in the marketing mix that determines the success of a marketing program. Sometimes the term promotion is used synonymously with the term sales even though it is meant to be a promotion. In fact, the term sales only includes the activity of moving goods or services or using the seller only. and there are no advertising or other activities aimed at driving demand. So, selling is only a part of promotional activities. Company promotions that are still ineffective. Promotions are only more and more intense in the form of advertisements on social media carried out by marketing staff, prizes offered to consumers in the form of notebooks or smartphones to lucky consumers, many marketing staff are new and have not been able to motivate consumers because they have not mastered the material of the entire housing unit offered by PT Samera Propertindo to consumers and the inability to calculate mortgage costs to consumers so that some consumers were disappointed and were not interested in purchasing. sales are only a part of promotional activities. Company promotions that are still ineffective. Promotions are only more and more intense in the form of advertisements on social media carried out by marketing staff, prizes offered to consumers in the form of notebooks or smartphones to lucky consumers, many marketing staff are new and have not been able to motivate consumers because they have not mastered the material of the entire housing unit offered by PT Samera Propertindo to consumers and the inability to calculate mortgage costs to consumers so that some consumers were disappointed and were not interested in purchasing. sales are only a part of promotional activities. Company promotions that are still ineffective. Promotions are only more and more intense in the form of advertisements on social media carried



out by marketing staff, prizes offered to consumers in the form of notebooks or smartphones to lucky consumers, many marketing staff are new and have not been able to motivate consumers because they have not mastered the material of the entire housing unit offered by PT Samera Propertindo to consumers and the inability to calculate mortgage costs to consumers so that some consumers were disappointed and were not interested in purchasing.

### **c. The Influence of Location on Purchasing Decisions at PT Samera Propertindo**

The results of the calculation of hypothesis testing partially obtained the  $t_{\text{count}} > t_{\text{table}}$  or  $3.038 > 1.984$  and the significance obtained is  $0.003 < 0.05$ , it means that  $H_0$  is rejected and  $H_a$  is accepted, namely the location partially has a positive and significant effect on the Purchase Decision at PT Samera Propertindo. According to Sunyoto (2013: 107), determining the right business location will determine the advantage in the competition which can trigger an increase in sales. Location is one of the most important factors as a place to support the activities of a business. It is hoped that entrepreneurs who will carry out their activities, both manufacturing and service businesses, must first pay attention to where to determine the location of the business activities that will operate. Determination of the business location is very important for the company, because it will affect whether or not the company's survival in the long term.

## **5. Conclusions**

Price, Promotion and Location simultaneously have a positive and significant effect on Purchasing Decisions at PT Samera Propertindo. Price partially has a negative and significant effect on Purchasing Decisions at PT Samera Propertindo. Promotion partially has a negative and significant effect on Purchasing Decisions at PT Samera Propertindo. Location partially has a negative and significant effect on Purchasing Decisions at PT Samera Propertindo. Suggestions in this study are to adjust housing prices, attractive promotions and create strategic locations, especially large parking lots.

## **6. References**

- [1] Abdullah, Thamrin and Francis Tantri. 2015. Marketing Management. Jakarta: PT. Rajagrafindo Persada.
- [2] Abdurrahman, Herdiana, Nana. 2015. Marketing Strategy Management. Bandung: Faithful Library.
- [3] Alma, Buchari. 2016. Marketing Management and Marketing Services. Bandung: Alfabeta.
- [4] Amperaningrum. 2014. The Influence of Price, Brand Image, Product Quality and Advertising on Daihatsu Car Purchase Decisions (Case Study on Daihatsu Car Owners in Bekasi City Area). Journal.
- [5] Assauri, Sofjan. 2014. Marketing Management. Jakarta: Rajawali Press.
- [6] Dharma. 2015. The Influence of Brand Image, Brand Awareness and Product Quality on Apple Product Purchase Decisions. Journal.
- [7] Ebert, Ronald J and Ricky W. Griffin. 2015. Introduction to Business. Tenth Edition. Jakarta: PT. Gelora Script Primary.
- [8] Hasan, Ali. 2013. Marketing and Choice Cases. First Mold. Yogyakarta: CAPS (Center for Academic Publishing Service).
- [9] Hurriyanti, Ratih. 2015. Marketing Mix and Consumer Loyalty. Bandung: Alfabeta.
- [10] Nitisusastro, Mulyadi. 2016. Consumer Behavior in Entrepreneurial Perspective. Bandung: Alfabeta.
- [11] Rachman, Taufiq. 2010. Marketing Management. Medan: Perdana Publishing.
- [12] Sangadji, Mamang, Etta, Sopiah. 2013. Practical Approach Consumer Behavior Accompanied by the Association of Research Journals. Ed.1, Yogyakarta: Andi Offset.
- [13] Sudaryono. 2016. Marketing Management Theory and Implementation. Ed. 2, Yogyakarta: Andi Offset.
- [14] Sunyoto, Danang. 2013. Theory, Questionnaires and Data Analysis for Marketing and Consumer Behavior. First Mold. Yogyakarta: Center for Academic Publishing Service.
- [15] Sunyoto, Danang. 2014. Basic Concepts of Marketing Research and Consumer Behavior. Yogyakarta: Center for Academic Publishing Service.
- [16] Tjiptono, Fandy, Gregorius Chandra. 2012. Marketing Strategy. Ed 2. Yogyakarta : ANDI OFFSET.
- [17] Torang, Syamsir. 2016. Organization and Management (Behavioral Structure, Culture and Organizational Change. Bandung: Alfabeta.
- [17] Yuniarti, Sri, Vinna. 2015. Consumer Behavior Theory and Practice. First Mold. Bandung: Faithful Library.