

Factors Affecting Consumer Purchase Decisions for Company

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Abstract

The purpose of writing this research is to determine the extent to which the factors that influence consumer purchasing decisions for Company. The research method used is through interviews and distributing questionnaires to respondents who are interested in Residence housing, as well as a literature review which is used as secondary data. For the analysis of this research the author uses quantitative and qualitative analysis methods. From the results of multiple linear analysis obtained $Y = 2.657 + 0.655 X_1 + 0.305 X_2$, meaning that if there is an increase or decrease in X_1 and X_2 variables, consumer purchasing decisions will increase or decrease by 0.655 and 0.305. From the results of the analysis of the price coefficient has a positive and strong correlation to consumer purchasing decisions that is equal to 0.895 and location has a positive and strong correlation to consumer purchasing decisions 0.924. From the results of the coefficient of determination (KD) the price affects consumer purchasing decisions by 80.1%, the remaining 50.3% is influenced by other factors and location affects consumer purchasing decisions by 85.4%, the remaining 14.6% is influenced by other factors. Based on the results of hypothesis testing, it is obtained that t_{count} for the price is 6.016 and t_{count} for the location is 5.939 which is obtained from the distribution table for $df = 100 - 2$ and the level of significance is 0.05. In other words H_0 is rejected and H_a is accepted, because $t_{count} > t_{table}$.

I. INTRODUCTION

The development of housing and settlements today shows considerable development, which is one solution to meet the high level of housing and settlement needs as a result of the increasing population, especially in urban areas.

The high level of housing demand, both in the form of horizontal housing and flats, which are part of an area that is systematically organized, well planned, has complete facilities for people's lives and livelihoods, and is integrated with spatial planning and regional plans, is a sufficient market opportunity. good for the housing business, but requires land resources and substantial funds.

Housing consumers consist of two groups, namely the upper middle income community and the lower middle income community. With the level of income owned by middle to upper income people, the interests of this community tend to be housing conditions that have complete facilities and easy access to the center of their activities, so that the type of housing chosen is generally medium housing and luxury housing that has been equipped with Adequate infrastructure and facilities such as road paving, open space and gardens, sports facilities, shopping centers and others. The price offered by the developer tends to be the second choice because the level of income earned by the community is sufficient to provide housing. As for the lower middle income community, the main interest is the affordability of the house prices offered by the developer, so that the type of housing that is the choice is the type of simple house with low price which generally has minimal facilities.

II. RELATED WORKS/LITERATURE REVIEW (OPTIONAL)

Price

The definition of price according to Deliyani Oentoro (2012:149) in his book entitled Modern Marketing Management states that:

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"Price is an exchange rate that can be equated with money or other goods for the benefits obtained from an item or service for a person or group at a certain time and a certain place".

Location

The location is a strategic place where consumers can reach business places (dining places, shopping centers, etc.) easily, safely and have a large parking area. Components related to location include: choosing a strategic location (easy to reach), in the area around a shopping center, near residential areas, safe and comfortable for customers, supporting facilities such as parking lots, and other factors.

Consumer Purchase Decision

According to Kotler and Armstrong (2013:117) in their book *Consumer behavior* states that: "Consumers' purchasing decisions will be realized to buy the most preferred brand, but there are two factors that can arise between purchase intentions and purchase decisions".

III. METHODS

Data collection technique

The sample is part of the number and characteristics possessed by the population, the size of the population in the research to be carried out, and the limited time that the researcher has. In this study, respondents were determined based on the sample and population. Where the population according to Sugiono (2012:215) in his book *"Quantitative Quantitative Research and R&D Research Methods"* explains that the population is a generalization area consisting of: objects or subjects that have certain qualities and characteristics set by researchers to be studied and then drawn conclusions.

IV. RESULTS

Table 1. Correlations

		Y	X1	X2
Pearson Correlation	Consumer Purchase Decision	1.000	.895	.797
	price	.895	1.000	.709
	Location	.797	.709	1.000
Sig. (1-tailed)	Consumer Purchase Decision	.	.000	.000
	price	.000	.	.000
	Location	.000	.000	.
N	Consumer Purchase Decision	100	100	100
	price	100	100	100
	Location	100	100	100

Source: SPSS 20.00

From the table above it can be seen that:

- The magnitude of the correlation is indicated by a correlation value of 0.895, close to 1, the magnitude of the price correlation is indicated by a correlation value of 0.797, which is close to 1, then the correlation between price and location has a positive correlation. It can be said that the price and location of the Bumi Serpong Residence PT. Puri Ayu Lestari has been good for improving consumer purchasing decisions. The direction of the positive correlation indicates that the better the price and location make consumer purchasing decisions increase. Vice versa, the worse the price and location will reduce consumer purchasing decisions.
- The Correlation table shows that the correlation between price and location, it can be seen that the probability numbers are less than 0.005, then a significant value of 0.000 indicates that the correlation results of the three variables have a significant linear coefficient.
- Correlation table also shows the probability level (sig) is 0.000. The value is <0.005, which means that there is a significant correlation between price and location on consumer purchasing decisions.

Table 2. ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2605.788	1	2605.788	393.374	.000 ^b
	Residual	649.172	98	6.624		
	Total	3254.960	99			
2	Regression	2778.911	2	1389.455	283.116	.000 ^c
	Residual	476.049	97	4.908		
	Total	3254.960	99			

a. Dependent Variable: Consumer Purchase Decision

b. Predictors: (Constant), Price

c. Predictors: (Constant), Price, Location

Source: SPSS 20.00

From the table above it can be seen:

- From the ANOVA test, it was found that the Fcount for model 1 was 393.374 with a significant level of 0.000 < 0.05 and also Fcount > Ftable or 2605,788 > 3.08, thus Ho is rejected. Ha is accepted, meaning that there is a linear effect between the price variable and consumer purchasing decisions, then the regression model it is feasible and appropriate to predict consumer purchasing decisions.
- From the ANOVA test, the Fcount for model 2 is 283,116 with a significance level of 0.000 < 0.05 and also Fcount > Ftable or 4.908 > 3.08

Thus Ho is rejected, Ha is accepted, meaning that there is a linear influence between the location variable and consumer purchasing decisions, so the regression model is feasible and appropriate to predict consumer purchasing decisions.

V. CONCLUSIONS

In this study, the results of research conducted by using correlation calculations are useful to find out how far the relationship between variables is as follows:

1. From the analysis of the influence of Price, Location and Consumer Purchase Decisions on the company is to analyze the correlation coefficient which is known that the influence of Price and Location has a positive and strong correlation to Consumer Purchase Decisions. The result of the calculation of the coefficient for price shows 0.895 which means it is close to 1, where the correlation has a positive and very sufficient coefficient. The results of the calculation of the coefficient for the location show 0.924 which means it is close to 1, where the correlation has a positive and very strong relationship.
2. The price variable based on hypothesis testing is obtained by the value of t_(count) of 6.016, which is greater than t_table of 1.984 and is in the rejection of Ho, which means the hypothesis is Ho is rejected, Ha is accepted. From these results indicate that there is a significant influence between prices on consumer purchasing decisions. The R Square pool for model 1 shows that the R Square number is 80.1 (the square of the correlation coefficient or 0.895 x 0.895 = 80.1). R Square is also called the coefficient of determination. This means that the influence of price on consumer purchasing decisions is (80.1%) while the rest (100%-80.1% = 19.9%) is influenced by other factors.
3. The location variable based on the hypothesis test obtained the value of t_(count) of 5.939, which is greater than t_table of 1.984 and is in the rejection of Ho, which means the hypothesis is Ho is rejected, Ha is accepted. From these results indicate that there is a significant influence between location on consumer purchasing decisions. The R Square pool for model 2 shows the R Square number (squaring of the correlation coefficient or 0.924 x 0.924 = 0.854). R Square is also called the coefficient of determination. This means that the influence of location on consumer purchasing decisions is (85.4%), while the rest (100% - 85,4% = 14,6%) is influenced by other factors. R Square ranges from 0 to 1, the smaller the R Square number indicates the stronger the influence of the variable and vice versa.

4. The results of the regression equation show $Y = 2.657 + 0.655 X_1 + 0.305 X_2$, which means that for every 1 point increase in price, consumer purchasing decisions will increase or decrease by 0.655 while an increase or decrease in location by 1 point will increase consumer purchasing decisions. or a decrease of 0.305.

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