



The Effect of Housing Marketing Mix on Purchase Decisions for Type 36 Houses in Jenar, Purworejo Regency

Vicki Dwi Purnomo
STIE Tribuana Bekasi

Corresponding Author: Vicki Dwi Purnomo vickydepe@gmail.com

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ABSTRACT

As population growth continues to increase, the need for housing is also increasing. Meanwhile, consumers want to get higher quality housing, causing competition in the property industry to become increasingly stringent. To be able to win the competition, the right marketing strategy is needed, one of which is the marketing mix strategy. The purpose of this study was to determine the effect of the marketing mix on home buying decisions either partially or simultaneously and to determine which marketing mix variables have the most dominant influence on home buying decisions, distribution and promotion channels which are the basic variables of the marketing mix as the independent variables and the consumer's home buying decision as the dependent variable. The population studied was all buyers of Housing Type 36 Jenar Purworejo. In this study using a proportional sampling technique based on predetermined criteria, namely the buyer of housing type 36, Jenar Purworejo housing.

INTRODUCTION

A series of marketing activities is an activity that is needed by every organization because marketing is important for the life of an organization, both profit-oriented organizations and non-profit organizations. With marketing activities, the organization expects progress and achievement of goals from the company. What must be considered here is that the importance of marketing does not mean ignoring other company functions, because without other company functions, the company's activities are also impossible to run.

In the marketing strategy there are two major variables that must be considered, namely variables that can be controlled and variables that cannot be controlled. 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 to produce the desired response in sales, so that sales volume will be achieved at a cost that allows to achieve the desired profit level. Variables from the marketing mix include *Product* (product), *Price* (price), *Place* (distribution channel) and *Promotion* (promotion).

In Consumers in establishing a purchase decision for a product, will first consider the various information they receive first, including the marketing mix. The marketing mix of a product that is responded well (positively) by consumers will have a great opportunity for the product to be purchased by them. It can be assumed that consumer judgments or responses to the marketing mix will influence consumer purchasing decisions. Consumers for some needs do not really consider much in making purchasing decisions.

However, for certain products, consumers are very selective in making purchasing decisions. They will try to get as much information as possible and consider various things before making a buying decision. In housing products, buying a house for consumers is a *complex decision making activity*. In the process of making a decision to buy a home, consumers often need a relatively long time. One of the main considerations for them in the purchase decision-making process is the marketing mix factor of the housing development company. Facility location factors, product quality and payment systems are the main factors for consumer consideration in the decision-making process to purchase the house.

Jenar Purworejo Housing Complex is one of the relatively large housing complexes in the Krendetan sub-district. This can be observed from the location of the housing that was being developed at this time has developed into an attractive residential environment. In order for this housing development company to be able to continue to compete in the property industry, knowledge of the marketing mix in determining the marketing strategy is important. One of the important information from consumers that housing developers need to pay attention to and known as described above is information about the relationship between the marketing mix as one of the marketing strategies in the marketing concept and product purchasing decisions, in this case housing,

as will be done in this research. Based on the concept of thought above, this research chose the title "The Effect of Housing Marketing Mix on Purchase Decisions for Type 36 Houses in Jenar, Purworejo Regency.

To find out the marketing mix variables which include products, prices, distribution channels and promotions that influence simultaneously and partially on home buying decisions by consumers of Jenar Purworejo Housing. To find out which marketing mix variables have the dominant influence on home buying decisions by consumers of Jenar Purworejo Housing.

The results of this research are expected to be useful for the development of science, especially in the field of marketing related to marketing mix, consumer behavior and purchasing decisions, and can be used as a reference or a source of information for all parties who wish to conduct similar research. As input to the company as a consideration in the decision-making process in planning and implementing marketing strategies in the face of increasingly fierce competition.

LITERATURE REVIEW

A. Previous Research

1. Febianie (2003)

In this study entitled the influence of the marketing mix on home buying decisions (consumer study of home buyers at Bumi Purwantoro Housing Malang), the studied variables consist of 5 variables, namely elements of the marketing mix consisting of product, price, distribution channel and promotion as well as a dependent variable namely buying decision. The results obtained from this study note that the decision making of buying a house by consumers, 68.3% is influenced by the marketing mix which consists of variables: product, price, promotion and distribution channels. The remaining 31.7% is influenced by other variables not included in this study. The marketing mix variables which consist of the variables: product, price, promotion and distribution channels simultaneously significantly influence the consumer's home buying decision making. The element with the most dominant influence is the product element with the determinant R^2 is 0.316. this means that 31.6% of purchasing decisions are caused by products from marketing mix elements.

2. Cahyono (2001)

In the research entitled The Influence of the Marketing Mix on Purchasing Decisions (Study of Consumer Behavior Studies of House Buyers of Type 36 Griya Siman Permai Housing, Ponorogo District), the variables studied consist of 5 variables, namely product, price, place and promotion as well as a dependent variable, namely purchasing decisions. The results obtained from this study are that there is a significant relationship between the product, price, place and promotion

variables on the purchasing decision variable. The variable that has the dominant influence on purchasing decisions is the price variable which has the largest t count of 5.769 and a β coefficient of 0.46475

B. Definition of Marketing

In the opinion of Gitosudarmo (2000: 1) that marketing is an activity that strives for the product market to be accepted and liked by the market. According to Kotler and Armstrong (2001: 7) that marketing is a social and managerial process that makes individuals and groups obtain what they need and want, through the creation and mutual exchange of products and value with others.

C. Marketing Mix

According to Kotler (2002a: 18) the marketing mix is a set of marketing tools that companies use to continue to achieve their marketing objectives in the target market. McCarthy, as quoted by Kotler (2002a: 18), classifies these tools into 4 broad groups called the 4Ps in marketing, namely *product, price, place* and *promotion*. Diversity Price list Promotion Product channels Sales rebates/discounts marketing Quality Discounts Advertising Market coverage Special design Force Grouping Characteristics Sales period Location Brand name payment Public relations/Packaging supplies Credit terms Public relations Transportation Marketing size.

1. Industrial Goods (*Industrial's Goods*)

Industrial goods are goods that are consumed by industrialists (intermediate consumers or business consumers) for purposes other than direct consumption, namely to be converted, produced into other goods and then resold (by producers) and for resale (by traders) without physical transformation (production process). Industrial goods are divided into three groups:

a. Materials and parts

Included in this group are goods that are wholly or wholly included in the finished product. This group is divided into two namely:

- 1) Raw materials can be divided into two types, namely agricultural products and natural wealth products.
- 2) Finished materials and spare parts are divided into component materials (eg yarn, cement) and component parts (such as small motorbikes, tires). Usually component materials still need to be processed again, for example threads are woven into cloth. The standardized nature of component materials makes price and supplier reliability the most important purchasing factors. Meanwhile, component parts are all included in the finished product without changing its shape and characteristics, for example a tire is fully installed on a car or motorcycle.

b. Capital items

Capital items are durable goods that provide convenience in developing and/or managing finished products. Capital items are divided into two groups, namely installation and additional equipment.

c. Supplies and services

Included in this group are non-durable goods and services that provide convenience in developing and/or managing the entire finished product.

2. Price (*Price*)

According to Kotler and Armstrong (2001: 439), Price is the amount of money charged for a product or service. More broadly, price is the sum of all the values that consumers exchange for the benefits of having or using the product or service. Meanwhile, according to Tjiptono (2005: 151) price is the only element of the marketing mix that provides income or income for the company, while the other three elements (product, distribution and promotion) cause costs (expenses). From these opinions it can be concluded that price has two main roles in the buyer's decision-making process, namely:

- a) The role of price allocation, namely the function of price in helping buyers to decide how to obtain the highest expected benefit or utility based on their purchasing power.
- b) The informational role of price, namely the function of price in 'educating' consumers about product factors, such as quality.

According to Tjiptono (2005: 152) basically there are 4 types of pricing objectives, namely:

a) Profit-oriented goals

The assumption of classical economic theory states that every company always chooses the price that can generate the highest profit. This goal is known as profit maximization. In the era of global competition, where conditions are very complex and many variables affect the competitiveness of each company, profit maximization is very difficult to achieve, because it is very difficult to accurately estimate the amount of sales that can be achieved at a certain price levels. Thus, it is impossible for a company to know with certainty the price level that can generate maximum profit.

b) Goals are volume oriented

In addition to profit-oriented objectives, there are also companies that set their prices based on certain volume-oriented objectives or what are commonly known as *volume pricing objectives*. Prices are set in such a way as to achieve sales volume targets, sales value or

market share. This goal is widely applied by airline companies, educational institutions, tour and travel companies, cinema entrepreneurs and other show business owners, as well as organizing seminars. For an airline company, the cost of flying a plane that is fully loaded or only partially filled does not differ much. Therefore, many airlines are trying to provide incentives in the form of special prices in order to minimize the number of unfilled seats.

c) Image-oriented goals

The *image* of a company can be formed through a pricing strategy. Companies can charge high prices to create or maintain a prestigious image. Meanwhile, low prices can be used to form a certain value image, for example by providing a guarantee that the price is the lowest price in a certain area. In essence, both high and low pricing aims to improve consumer perceptions of the overall product mix offered by the company.

d) Purpose of price stabilization

In a market where consumers are very price sensitive, if a company lowers its price, its competitors must lower their prices as well. Conditions like these underlie the formation of the objective of price stabilization in certain industries whose products are highly standardized. The aim of stabilization is carried out by setting prices to maintain a stable relationship between a company's price and the price of an industry leader.

3. Distribution Channels (*Places*)

According to Swastha and Handoko (2000: 190), distribution channels are channels used by producers to distribute these goods from producers to consumers or industrial users. Meanwhile Tjiptono (2005: 185) states that distribution channels are marketing activities that seek to expedite and facilitate the delivery of goods and services from producers to consumers so that their use is in accordance with what is needed (type, quantity, price, place and when needed). From the definitions above, it can be concluded that distribution channels are channels used by producers to facilitate or expedite the process of distributing goods or services from producers to final consumers or industrial consumers.

Kotler (2002b: 141) states that marketing channel members carry out a number of main functions:

- a. They gather information about current and potential customers, competitors, and other actors and forces in the marketing environment.
- b. They develop and deploy persuasive communications to stimulate purchases.

- c. They reach a final agreement on price and other terms so that the transfer of ownership can take place.
- d. They placed an order with a manufacturing company.
- e. They obtain funds to finance inventory at various levels of the marketing channel.
- f. They bear the risks associated with the implementation of the marketing channel functions.
- g. They manage the continuity of storage and movement of physical products from raw materials to final customers.
- h. They arrange settlement of buyer bills through banks and other financial institutions.
- i. They control the actual transfer of ownership from one organization or person to another.

4. Promotion (*Promotion*)

According to Swastha and Handoko (2000:237), promotion is a one-way flow of information made to direct a person or organization to actions that create exchanges in marketing. Meanwhile, according to Tjiptono (2005:219) promotion is a form of marketing communication. What is meant by marketing communications is marketing activities that seek to disseminate information, influence/persuade, and/or remind the target market of the company and its products so they can accept, buy, and be loyal to the products offered by the company concerned. From the definitions previously stated, it can be concluded that promotion is a marketing activity that seeks to disseminate information, influence, persuade a person or organization to take actions that create exchanges in marketing.

METHODOLOGY

The location of this research is located at Jenar Purworejo Housing with a unit of analysis for house buyers of type 36. The reason for the unit of analysis is carried out here is because it saw the reality on the ground before this research was conducted that 60 % are house buyers of type 36 while the remaining 40% are house buyers of type 30, so that researchers are motivated to conduct further research to find out more about the reasons for home buyers choosing the type 36 house product.

In accordance with the objectives to be achieved in this study, namely to explain the relationship and influence of several variables that have been determined, the type of research used is explanatory research. Explanatory research is research that uses the same data where the researcher explains the causal relationship between variables variables through hypothesis testing (Hasan, 2006:9).

The measurement of the variables above is indicated by the score of the respondents' answers to the items above in the questionnaire. The scale used in

the answer choices is an ordinal scale which allows the researcher to sort the respondents from the lowest level to the highest level or vice versa according to a particular attribute. Questionnaire answer choices generally refer to the Likert model scaling with 5 types of answer categories (Nasution, 2003:61).

- a. Strongly agree score 5
- b. Agree score 4
- c. Simply agree score 3
- d. Disagree score 2
- e. Disagree score 1

Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher for studied and then drawn conclusions (Sugiyono, 2006:55). In this study, the population is all of the buyers of type 36 Housing, Cerme Jenar Purworejo. The sample is part of the number and characteristics possessed by the population. So, for that the sample taken from the population must be truly representative (representative). In this study using a proportional sampling technique based on predetermined criteria, namely the buyer of type 36 housing, Jenar Purworejo housing. Sampling in this study can be determined using the Slovin formula, according to Umar (2003: 146), namely:

$$N_+ n = ^2 1 Ne \dots \dots \dots (1)$$

Information:

- n = sample size
- N = population size
- e = the percentage of non-research allowance due to tolerable sampling errors used, namely 10% or 0.1

The population of all type 36 home buyers is 665 people. The number of samples to be used according to the formula above is as follows:

$$N_+ n = ^2 1 Ne 665 \dots \dots \dots (2)$$

$$n = ^2 1 665(0,1)+ = 86.92 \approx 87 \text{ people}$$

Then the number of samples to be taken in this study amounted to 87 people.

Furthermore, by using the *proportional sampling method*, the number of samples for each study program will be known. The formula for *proportional sampling* is (Nazir, 1999):

$$ni = (Ni/N) xn \dots \dots \dots (3)$$

Where:

- ni = sample size to be taken
- Ni = size of the ith sub-population
- N = population size
- N = overall sample size

Thus, it can be known with certainty the number of samples of type 36 home buyers for each RT area, namely as many as 87 people, with the following calculation results.

Table 1. Number of Samples for Each RT

RT Area	Number of Sub Populations	Number of Samples
RT 011	73	$73/665*87=9.55 \approx 10$
RT 012	84	$84/665*87=10.99 \approx 11$
RT 013	76	$76/665*87=9.94 \approx 10$
RT 014	89	$89/665*87=11.64 \approx 11$
RT 015	73	$73/665*87=9.55 \approx 10$
RT 016	92	$92/665*87=12.04 \approx 12$
RT 017	87	$87/665*87=11.38 \approx 11$
RT 018	91	$91/665*87=11.91 \approx 12$
Total	665	87

In this study, data collection used research aids consisting of: Questionnaires in the form of a list of questions are distributed to respondents in order to obtain accurate data relating to the information needed. Interview guidelines in the form of questions that have been prepared as instruments for interviews with related parties, in this case PT. Tirta Baru Laksana as the developer of the company.

Testing the data instrument is done by testing the validity and reliability, testing the validity and reliability is the process of testing the question items in a questionnaire, whether the contents of the question items are valid and reliable. If there are items that are not valid and reliable, then these items are discarded and replaced with other statements. To test the questionnaire in this study, *SPSS 12 for Windows analysis was used*. Testing research instruments both in terms of validity and reliability of 87 respondents, the results obtained that the research instrument used is valid where the condition is that the correlation value is greater than the critical r value (Masrun in Sugiyono, 2005: 106) and the instrument (questionnaire) is said to be reliable (*reliable*) if it has a reliability coefficient of 0.6 or more (Arikunto, 2002).

RESULT

A. Company Overview

PT. Tirta Baru Laksana, whose address is at Jl. Jogja Purworejo 8 Ruko Kav. 21 Purworejo is a Jenar Purworejo housing developer founded in 1995. PT. Tirta Baru Laksana is a member of APERSI (Indonesian Simple Home Development Association) No. 04.01.0088 which operates in the housing sector. Housing developed by PT. Tirta Baru Laksana, which is the location of this research, is the Jenar Purworejo housing complex, which is located on Jalan Raya Purworejo, Krendetan District, Purworejo Regency. PT. Tirta Baru Laksana is in the form of a limited liability company formed by law and is a legal entity where the company is run with the aim of obtaining high profits for the survival of the company like other companies. The company was founded for a period of 75 years. Housing managed by PT. The current Tirta Baru Laksana are:

1. Housing Jenar, Purworejo
2. Griya Asri Bagelen Housing Complex
3. Organizational Structure and Job Descriptions

PT. Tirta Baru Laksana is in the form of a line, namely authority flows from top to bottom and subordinates are only ruled by one superior. To avoid overlap in carrying out work between 1 employee and another employee due to the malfunctioning of duties and responsibilities of each employee, a clear job description is required. The duties and responsibilities of each section are as follows:

A. *Commissioner*

Responsible for all work operations at PT. Tirta Baru Laksana.

B. *Director*

- a) Leads the company's operations and is responsible for the running of the company both internally and externally.
- b) Provide guidance and for the work assigned to his subordinates.
- c) Accept the responsibility of existing managers for the implementation and control of company operations.
- d) Conduct general supervision of all company activities.

Responsibilities:

- a) Plan strategic planning together with several other managers in the company's operational activities.
- b) Coordinate the planning, implementation and control of company operations in order to achieve goals.
- c) Confirm all activities or business developments to the commissioners of the company.

C. *Marketing Manager*

- a) Taking care of sales planning and sales strategy related to the project program.

- b) Supervision matters relating to the promotion of finished products.
- c) Increase product *market share* by setting sales targets.
- d) Carry out control in the field of marketing.
- e) Coordinate the sales department related to sales.

Responsibilities:

- a) Responsible for meeting sales targets set by the director.
- b) Responsible for all sales realization related to down payment for home purchase.

D. *Technical Manager*

- a) Arrange project plan activities periodically.
- b) Carry out the construction of homework based on the SPK made by the financial manager.
- c) Coordinate the technical section, executor of supervision and logistics in the implementation of house construction.
- d) Supervise product quality from the process to the end of the project.

Responsibilities:

- a) Report accountability regularly to the director regarding project implementation.
- b) Responsible for the implementation of homework in accordance with predetermined specifications.
- c) Manage or predict expenses for the overall project *capital budget or development*.
- d) Follow up on all home complaints from buyers.

E. *Finance Manager*

- a) Make reports on the progress of cash flow every day to the director.
- b) Carry out company administration and make necessary reports for both internal and external parties.
- c) Taking care of all kinds of taxes related to companies such as PPH, PPn, PBB, levies, local taxes and the like.
- d) Issue a work order to the project manager with the approval of the director.
- e) Alert marketing managers of overdue buyer payments.

Responsibilities:

- a) Responsible to the director for all activities related to the receipt and disbursement of the company's finances.
- b) Informing all financial developments of the company, both physical and non-physical, on a regular basis.
- c) Set or predict for the project budget or project development.
- d) Maintaining documents and bookkeeping archives properly and regularly.

F. *Accounting Section*

- a) Receive receipt of payment, down payment both in cash and installments until payment is made from the buyer/bank (KPR).
- b) Record receipts for proof of receipts from buyers and issue receipts for proof of payment of all transactions.
- c) Record all transactions in the cash book every day and store or archive evidence of transactions.
- d) Record all transactions on the card for bills (receivables).
- e) Report the financial position to the finance manager on a daily basis.
- f) Create petty cash receipts.
- g) Carry out payments in accordance with payment orders or complete evidence.
- h) Receive money that comes from company revenue.

Responsibilities:

- a) Responsible for the state of the company's cash position every day both from the position of receiving or disbursing the company's finances.
- b) Responsible for the development of the cash position to the financial manager.
- c) Report everything related to the company's finances.

G. *Logistics Section*

- a) In charge and responsible for the implementation of the purchase of raw materials to meet the needs of the project.
- b) Supervise the quality of the use of raw materials used for the benefit of the project.
- c) Maintain and supervise the condition of goods in the warehouse. d. Observing the development of changes in raw material prices.

Responsibility is Responsible until the down payment is paid off either in cash or mortgage installments.

B. Marketing Mix

To increase sales, PT. Tirta Baru Laksana has carried out various matters, especially those related to the marketing mix, namely product, price, promotion and place (distribution channel) which in outline can be stated as follows:

1. *Products*

In 1997 to 2004 PT. Tirta Baru Laksana has produced house products starting with type 21, type 27 and type 36, but in 2005 there were types of house buildings that were removed, namely type 21 and type 27 which were replaced with type 30. This was due to a regulation from the Minister of Public Housing No. . 03/PERMEN/M/2007 dated 19 February 2007 concerning the procurement of housing and settlements with the support of subsidized housing facilities through subsidized KPR namely that type 21 and type 27 houses are no longer feasible or unhealthy because they involve space for people to move in the house, so

that formerly known as Simple House, now it has changed its name to Healthy Simple House.

Products produced by PT. Tirta Baru Laksana is still in its first stage, namely starting from type 30 and type 36. In the second stage it is still in planning, namely with the construction of a large type of house. The products examined in this study are type 36 houses. These products are equipped with facilities which are generally divided into 2 groups, namely facilities in each house and public/social facilities.

1. Amenities of each house
 - a. 1300 watts of electricity
 - b. Clean water and PDAM Installation

2. Public/social facilities
 - a. Place of Worship/Mosque
 - b. School
 - c. Shopping/Shops
 - d. Field of Volleyball
 - e. Payphone
 - f. RW Hall
 - g. Security/Security

2. *Price*

The selling price of a type 36 house with a standard land area of 84 m² was IDR 42,000,000 in 2007. The excess land was valued at IDR 275,000/m². The price of the house can be paid in 2 ways, namely cash and gradual cash (KPR), where the down payment period is paid 3 times/month and the first down payment is no later than 1 week after the money is ordered. Order money is subject to a fee of IDR 250,000. if there is a cancellation from the buyer, the down payment that has been deposited is deducted by 30%, while if the canceling party from Bank BTN due to a credit reason is not approved, the down payment is returned without any deductions.

In cash sales, the procedure is relatively easy, namely the buyer submits a down payment (30%) according to the price set by the company and the remainder (70%) can be paid 12 times a year. The company carries out the building work after receiving the down payment.

The selling price offered by PT. Tirta Baru Laksana includes the cost of the HGB certificate, IMB (Building Permit), PLN and PDAM installation fees, 5% BPHTB (Fee for Acquisition of Land and Building Rights) and 10% VAT. Prices do not include bank mortgage administration fees and excess land for corner plots. Prices and interest rates may change at any time without prior notification.

3. *Promotions*

The promotion carried out by the company aims to introduce and influence consumers to want to buy products produced by PT. Cipta

Tunggal Prima. Some of the promotions that have been carried out by the company are as follows:

- a) Advertisements are carried out through mass media such as the Memorandum or Jawa Pos newspapers. Maximum loading of 13 times in a month as well as brochures that are continuously printed.
- b) Billboards, namely by placing billboards on the side of the road that are considered strategic by the company.
- c) Exhibitions, where companies take part in property exhibitions held by an *event organizer*, for example EO. Citra Pamerindo and usually held every 3 months.

4. *Distribution Channels*

Home sales made by PT. Tirta Baru Laksana is direct sales by the company to consumers. Direct sales are carried out by the company through exhibition activities as well as on weekdays outside exhibitions where consumers deal directly with the company.

Consumers can contact the company at any time on weekdays, namely Monday to Saturday. To continue serving consumers, the company also provides *customer service* by telephone from 08.00 to 16.00 WIB. This is intended to serve consumers who do not have free time during working days or do not have the opportunity to visit the marketing office.

The administration/marketing office is located on Jalan Purworejo – Wates Jenar, Purworejo district and the project office is located inside Jenar Purworejo Housing Complex. In addition to serving as a service to buyers who have complaints about the house, this project office also functions as a marketing office. The location of the project office allows consumers to see directly the condition of the house and residential environment.

C. Regulations and Obligations

The down payment must be paid according to the existing agreement if the buyer is late in paying, a fine of 2% (two promil) per day will be imposed. Buyers are charged an administration fee of IDR 500,000 if they change the name or number of plots (moving places) more than 14 days after the order is bound. Name change is permitted if:

- a) There is a family relationship (Children, Wife, Husband, Father, Mother, Brother, Sister) as evidenced by KTP, KSK, Birth Certificate, Marriage Certificate
 - b) There was a rejection from BTN
1. Change of type and number of plots is permitted if:
- a) The house hasn't been built yet
 - b) Cannot be later than 1 month after the order commitment
 - c) Obtain approval from the directors
 - d) The buyer is required to enter into a new order bond

2. Interviews:

- a) The buyer will be contacted if an interview is to be held if he is unable to attend so that he will be notified immediately.
- b) After the interview, BTN will issue SP3K if the KPR approved by BTN is smaller than what was requested, the buyer must add a down payment.

3. Realization

- a) Buyers are required to provide KPR administration fees 2 weeks prior to realization and submit a photocopy of Batara Savings to the marketing department.
- b) Buyers are required to pay down payments, PDAM, excess land, additional down payments and others 2 weeks before realization or according to the agreement.
- c) If points a and b are not met by the buyer, the developer has the right to cancel the purchase of the house and the down payment of 30% is deemed forfeited.
- d) If 2 times the summons for realization is not present at the notary's office, the developer has the right to cancel the purchase of the house and the down payment of 30% is considered forfeited.

4. House Construction

During the construction period, buyers are prohibited from:

- a) Manage builders and act as foreman on projects
- b) Changing the construction / building plans
- c) Choose building materials (wood, iron, etc.) for the house

Quality of floor tiles:

The ceramic floor uses a size of 30x30 cm KW2, the motif and color are determined by the developer, the buyer has no right to complain about the color/pattern of the ceramic.

5. After Realization

- a) The maintenance guarantee is 100 days after realization, if the buyer complains about the house, they are required to come to the Cerme Indah Block Y-1 Project Office to meet Harsono/Cahyo.
- b) A joint check will be carried out and a timetable for implementation will be determined. All complaints must be written and given a receipt from the field implementer (Mr. Harsono/Cahyo).
- c) If it has been repaired according to the specified date, the buyer is required to come to review the complaint has been resolved properly.

D. Characteristics of Respondents

This descriptive analysis is intended to describe the distribution of the characteristics of the respondents. Based on the results of research conducted on 87 consumers of Jenar Purworejo Housing through questionnaires, an

overview was obtained regarding age, status in the family, type of work, last education level, income level, housing payment pattern, payment term, and their basic motives for making a purchase in the housing. The results of the recapitulation of the frequency distribution collected from the questionnaire about the characteristics of the respondents can be seen in the following table.

DISCUSSION

1. Description of Research Variables

a. Product Variables (X_1)

Based on the descriptive analysis of product variables, it shows that most respondents felt that the quality of the main building specifications they purchased (eg walls, floors and roof trusses) were relatively the same as other housing of the same type so that many respondents expressed doubt if it was said that the quality of the buildings in Jenar Purworejo Housing is better than other housing. Then, most of the respondents felt that the quality of the housing support facilities that the respondents bought (for example: electricity and water networks) was better than other housing of the same type, the procedure for purchasing houses was set by the developer so far made it is easier for consumers to buy their products, the developer has completed the permits related to the building/house they have purchased (eg certificate of ownership, certificate of right to use the building and IMB), and the developer provides guarantees against damage to the building at a certain time (eg 100 days) after purchase.

There was a small number of consumers who stated that the product facilities offered by the marketing party as a whole were relatively good enough, so that they could feel comfortable enough to live in a house in the housing complex. However, this can be input for management to further improve the quality of products offered to consumers, so it is hoped that this will increase consumer satisfaction. Because, if the consumer is satisfied with the product offered, it is not impossible if he will promote it to others to buy the housing product (Kotler and Armstrong, 2001). Therefore, in addition to increasing the factors of a better product, it is hoped that the developer can also improve services to consumers through the fulfillment of the required facilities and improvements to the quality and quality of the physical housing offered.

b. Price Variables (X_2)

Based on a descriptive analysis of the price variable, it shows that most consumers in the Cerme Indah Gresik Housing Complex feel that one of the driving factors for them to buy a house in that housing is because the price offered by the developer is lower than others housing of the same type, the amount of down payment for the buyer credit is the attractiveness of the housing for consumers, the credit requirements provided by the housing developer are so easy to fulfill, and the credit and payment terms offered by the developer are relatively light and quite long compared to other housing of the same type.

There is a good response to the price factor at the Cerme Indah Gresik Housing Complex, because most consumers feel that the price factor offered by the marketing party as a whole is quite good and can be met or affordable by consumers, especially from the lower middle class, so that it can become an attraction separately for consumers to buy products in the housing.

c. Distribution Channel Variable (X_3)

Based on a descriptive analysis of the distribution channel variables, it shows that most consumers in the Cerme Indah Gresik Housing Complex feel that direct marketing from housing developers to buyers is preferred by consumers even with certain conditions, and they are given the convenience of obtaining information from the marketing office.

There is a good response to the Jenar Purworejo Housing distribution channel factor, because most consumers feel that there are various conveniences in terms of getting the information they need about housing products offered by developers, and it is made easier by direct marketing from housing developers to buyers (*direct sales*). This is done in an effort to attract more consumers to buy the Jenar Purworejo Housing products offered and provide services directly to consumers. Thus, psychologically consumers will feel more valued and will find it easier to get information about the housing they need. This is in accordance with the theory stated by Tjiptono (2005: 185) that distribution channels are marketing activities that seek to expedite and facilitate the delivery of goods and services from producers to consumers so that their use is in accordance with what is needed (type, quantity, price, place and when needed). Including in this case direct marketing carried out by the Jenar Purworejo Housing developer to consumers.

d. Promotional Variables (X_4)

Based on a descriptive analysis of the promotion variables, it shows that most consumers in the Jenar Purworejo Housing Complex feel that housing developers have often done advertising and publications to support the marketing of their housing products (for example through brochures or mass media). houses through promotions by developers, purchases they have made because of their interest in discounted prices, and the nature of the promotions carried out by developers so far (eg advertising through brochures or mass media) are appropriate and support the marketing of their products and respondents feel they have had enough clear and complete.

There was a good response to promotional factors at Jenar Purworejo Housing, because most consumers felt that the promotion was carried out by the Jenar Purworejo Housing developer as a whole was quite good. Because, through this promotion, the general public can finally find out information about the products offered by the marketing party from the housing along with various complete facilities which can be an added value in the eyes of consumers. In addition, sales promotions are carried out at the same time to influence/persuade consumers and remind consumers to be able to accept and buy the products offered (Tjiptono, 2005).

e. Home Purchase Decision Variable (Y)

Based on a descriptive analysis of the home buying decision variable, it shows that most consumers in Jenar Purworejo Housing feel that the purchases they make are because the home products they consider are of high quality and are not inferior to other housing, the prices they consider are in accordance with their abilities and are lighter than housing. others, the distribution channels are quite good, and are interested in promotions by developers.

There was a good response to promotional factors at Jenar Purworejo Housing, because most consumers felt that consumers' home buying decisions at Jenar Purworejo Housing were influenced by product quality, price, distribution channels, and promotions that had been made by the management of the housing.

2. Hypothesis Testing Results

Furthermore, the test results using Pearson's *Product Moment correlation* show that a better increase in the marketing mix (X) which consists of product ($R_{x_1} = 0.504$ with $p = 0.000$), price ($R_{x_2} = 0.733$ with $p = 0.000$), distribution channels ($R_{x_3} = 0.733$ with $p = 0.000$), and promotions ($R_{x_4} = 0.617$ with $p = 0.000$) have a significant correlation with the home buying decision (Y) of consumers in Cerme Indah Gresik housing. This means that an increase in the marketing mix (X) which consists of product factors (X_1), price (X_2), distribution channels (X_3) and promotion (X_4) which is better will significantly increase the decision to buy a house (Y). And vice versa, a decrease in the marketing mix factor (X) consisting of better product (X_1), price (X_2), distribution channel (X_3) and promotion (X_4) factors will significantly reduce the decision to buy a house. So it is clear that an increase or decrease in the marketing mix will have an impact on increasing or decreasing consumers' home buying decisions.

In fact, this is also supported by simultaneous and partial test results from testing using multiple linear regression tests which show that the marketing mix factors consisting of product (X_1), price (X_2), distribution channels (X_3), and promotion (X_4) are indeed significantly influence the consumer's home purchase decision (Y) simultaneously. However, partially,

only the price (X_2), distribution channel (X_3), and promotion (X_4) variables have a significant effect on the consumer's home buying decisions at Jenar Purworejo Housing Complex.

While the product factor (X_1) has no significant effect on their home buying decision. This shows that in reality the consumer's home buying decision in Jenar Purworejo Housing Complex will tend to increase if the marketing mix factors, especially the price factor (X_2), distribution channels (X_3) and promotion (X_4) experience an increase. Nevertheless, the test results show that one of the marketing mix factors that has the greatest (dominant) influence on increasing consumers' home buying decisions is the housing price factor. This is supported by the large influence of the price factor on increasing the consumer's home purchase decision at the Cerme Indah Gresik Housing Complex in the form of an effective contribution (contribution) of 28.42% with a beta coefficient of 0.388. While the overall influence of the marketing mix (X) which consists of product (X_1), price (X_2), distribution channel (X_3), and promotion (X_4) on the consumer's home buying decision is 68.6%.

In making decisions for several products, sometimes consumers don't do much consideration. However, for certain products including housing, a lot of (selective) considerations are required that are quite mature from consumers before finally deciding to make a purchase of these products. Often times, the process of making a decision to buy a house takes a relatively long time. This is one of the challenges for housing product developers to be more intensive in terms of promoting their products, especially with so many similar business competitions that make developers even more motivated to apply the right and best marketing concepts. One of these marketing concepts is through a marketing mix that can directly or indirectly influence consumer decisions to make purchases of housing products that are offered with various facilities that have been provided.

Based on the research results, it is known that the price factor is able to provide the greatest contribution to increasing consumer home buying decisions in Jenar Purworejo Housing Complex. This is understandable because in general people will be more interested in housing products whose prices are relatively cheap or affordable according to their financial capabilities, and have a fairly good quality product, with a strategic location with various public facilities that are urgently needed by the community. Especially with the convenience in terms of credit payment offered, it will increasingly be a special attraction for consumers, given that people's purchasing power is currently not very good, especially for those from the lower middle class. With this relatively low price, people as consumers can already own a house which is one of the basic needs in a household, so that they can fulfill these primary needs for their families according to their financial capabilities.

Even so, consumers can understand if the quality of the housing products they obtain is in fact still not very good, because the prices offered to them are also relatively cheap, so that the price is comparable to the quality of the products provided by the developer.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the study it is known that simultaneously (together) the marketing mix consisting of product (X_1), price (X_2), distribution channels (X_3), and promotion (X_4) has a significant effect on purchasing decisions houses (Y) for consumers in the Cerme Indah Gresik Housing Complex. The results of the t (partial) test show that only the variable price (X_2), distribution channels (X_3), and promotion (X_4) have a significant effect on the consumer's home buying decisions at Jenar Purworejo Housing Complex. This shows that in reality the consumer's home buying decision in Jenar Purworejo Housing Complex will tend to increase if the marketing mix factors, especially the price factor (X_2), distribution channels (X_3) and promotion (X_4) experience an increase. While the product factor (X_1) has no significant effect on their home buying decision.

Furthermore, the results of the calculation of the effective contribution show that one of the marketing mix factors that has the greatest (dominant) influence on home buying decisions, namely the price factor. This is supported by the large direct influence of the price factor (X_2) on the increase in home buying decisions with a contribution of 28.42% with a beta coefficient of 0.388.

Based on the conclusions and discussion of the research results, it is known that housing consumers' home buying decisions are significantly influenced by the marketing mix, especially by price (X_2), distribution channel (X_3) and promotion (X_4) factors. Therefore, so that the Jenar Purworejo Housing Management can improve the home buying decisions of its consumers, the management really needs to pay attention to these factors.

FURTHER STUDY

Further research needs to be carried out by expanding the variables studied as well as developing indicators and other items that are thought to also influence the decision to buy a house. This research is still local in nature, meaning that the results of this study and conclusions only apply to the population, not yet applicable to the general public, so the scope needs to be further expanded. For example by increasing the number of samples in the study from a wider population, in other words increasing the number of research areas, so that the results of the research conclusions can be more representative (*representative*) of consumer purchasing decisions in general (general). Because this can have an impact on the decision power of the statistical tests used in this study.

Therefore, in order for the decision to have greater test power, it is recommended to carry out further research by increasing the number of research samples in several different observation areas. Hopefully this research develops and can become a reference for housing entrepreneurs.

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