

ANALYSIS OF THE INFLUENCE OF MARKETING MIX ON THE DECISION TO PURCHASE KEBAGUSAN IV RESIDENCE

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Abstract: The purpose of this study was to analyze the influence of product, price, location and promotion variables on purchasing decisions at Kebagusan IV Residence. In this study, quantitative methods were used to determine and analyze the effect of product, price, location and promotion on purchasing decisions at Kebagusan IV Residence. This population & sample collection was taken from consumers who bought houses at Kebagusan IV Residence by distributing questionnaires to 35 respondents. Processing and analyzing the collected data, especially by using descriptive analysis techniques and inferential analysis, namely by using the SmartPLS application (V.4.0). The results of this study indicate that (1) Product has a positive and significant effect on purchasing decisions with a path coefficient of 0.512. (2) Price has a negative and significant effect on purchasing decisions with a path coefficient of -0.178. (3) Location has a positive and significant effect on purchasing decisions with a path coefficient of 0.232. (4) Promotion has a positive and significant effect on purchasing decisions with a path coefficient of 0.451. Product, price, location and promotion together influence 0.917 (91.7%) purchasing decisions, while the remaining 0.083 (8.3%) are influenced by other factors outside of the variables of this study such as economic, psychological, family and socio-cultural factors.

Keywords: Marketing mix, SmartPLS 4.0, Purchase Decision

INTRODUCTION

Background

Since March 2020, the COVID-19 pandemic has affected many industries, including housing. Many housing projects have had to delay their impact. Due to the pandemic, customers' purchasing power has also dropped, and they have chosen to postpone purchases. A survey conducted by Bank Indonesia (BI) showed a drastic decline in new home sales during the Covid-19 pandemic. This was reported by Katadata.co.id in Jakarta on November 20, 2020. The decline occurred in all types of houses recorded. Home sales fell to -43.2% (YoY) in the first quarter of 2020, and slightly increased to -25.6% in the following quarter. According to BI, consumers tend to refrain from conducting home surveys due to the decline in home sales caused by the COVID-19 pandemic. Interest rates and down payments, which are still considered high, are other things that consumers complain about. REI (Real Estate Indonesia) reports that Indonesia's housing needs reach 2.6 million every year, influenced by population growth. By 2023, Indonesia's population will reach approximately 273 million, which means the need for houses will increase rapidly.

Property trends, especially housing, are still growing in some areas such as south Jakarta. In addition, as the population continues to increase, the housing sector will expand due to the increasing need for houses. As a result of the city's rapid growth, the level of housing needs and buyers' preferences will be affected by the increasing demand for housing.

Table 1. Data of house buyers in South Jakarta

| Local | Enthusiasts |
|--------------|-------------|
| Kebagusan | 91.454 |
| Pondok Indah | 49.309 |
| Kemang | 31.645 |
| Cipete | 31.506 |
| Pejaten | 23.636 |

Source : Rumah.com

In the Kebagusan area, there are 91,454 applicants, and in the Pejaten area, there are 23,636 applicants, according to Rumah.com data. As reported by Rumah.com in Jakarta on March 13, 2020, Kebagusan is an area that remains beautiful and far from air pollution, with many trees that are still well managed. As a result, many customers are looking at this area for a place to live. Kebagusan has three nearby stations, mushrooming cluster housing, public facilities, and shopping centers around it, in addition to its beautiful surroundings. Seeing from Table 1 that the Kebagusan area has the highest demand, but at the same time there are still many competitors in the Kebagusan area. Competitors in the kebagusan area can be seen as follows

| Table 2. Competitor data in Kebagusan | |
|---------------------------------------|-------------|
| Name | House Units |
| Nuansa Kebagusan | 20 |
| Terace Kebagusan | 40 |
| 67 Kebagusan | 35 |
| Kebagusan Town House | 45 |
| Istana Kebagusan | 18 |
| Pesona Alam Town House | 25 |
| Harmoni Kebagusan | 23 |
| Rumah Bagus Kebagusan | 35 |
| Source : Data Processing | |

Every company must have a good strategy and implement effective marketing strategies to win the competition with similar developers. In addition, developers have the responsibility to create strategic housing to attract customers and consider them when choosing a place to live. This is because strategic housing has a high investment value, which in turn will become a reference for the surrounding community to improve the economic and social community, especially in inner cities. Home sales in Kebagusan may increase in the future, but developers are currently facing the problem of declining sales as a result of the COVID-19 pandemic, including Kebagusan IV Residence housing. The following data shows the decline in sales in 2022.

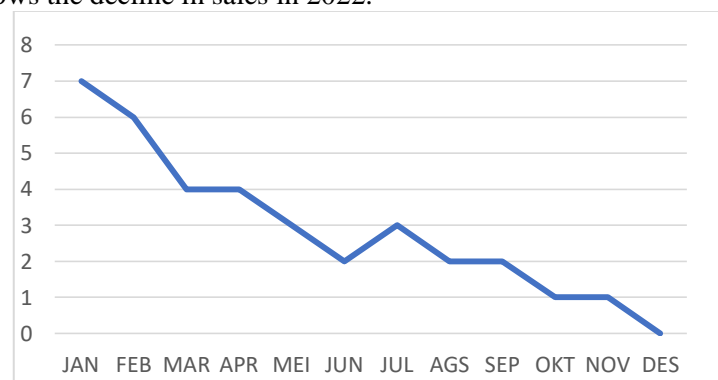


Figure 1. Total Sales Kebagusan IV Residence (2022)

Source: Kebagusan IV Residence

Overall, the four independent variables of price, place, promotion, and product have a significant impact on purchasing decisions. The results of this study are supported by the results of other similar studies such as (Rizka Pamellia, Samsuddin, Neni, 2022), and (Ariska & Dila, 2021). However, this finding is different from other studies (Hairudin & Hasbullah, 2023), which found that location does not significantly influence purchasing decisions. However, according to Abdul Haris and Dian Cahyani (2019), there is no significant influence between promotional factors and consumer purchasing decisions. Based on the previous Research Gap, the results still cause debate about the effect of location and promotion on purchasing decisions. The gap is the possibility of other variables that affect the relationship between these variables. Based on this problem, the research problem is how to build an empirical model to overcome the gap in the influence of the marketing mix on purchasing decisions.

The results obtained based on the problems described above, the researchers reinvestigated by taking the same topic and looking for the latest information with research methods and research topics related to product, price, location and advertising variables in purchasing decisions. So the researcher wrote back with the title of the research he conducted, namely: "ANALYSIS OF THE INFLUENCE OF MARKETING MIX ON KEB PURCHASING DECISIONSv

LITERATURE REVIEW

Marketing

Marketing according to (Sofjan, 2014) argues that marketing is the process of all activities from the entry of goods or materials to the production process. Then (Shinta & Press, 2011) states marketing as a process in which individuals and groups create, provide, and exchange valuable goods with other parties, or activities in which producers provide goods and services to consumers to meet needs and desires.

Purchase Decision

Purchasing decisions are when consumers make decisions and also set their intention to buy the goods or brands that they find most attractive (Kotler & Keller, 2016, p. 198). Behavioral Intentions are for circumstances to be able to see the intentions of a consumer. Consumer needs and satisfaction will create a good attitude towards products and services and create experiences between consumers and it is hoped that consumer consumers will come back (Septaria & Rizal, 2022). In this study, it has been decided to use seven indicators whose function is to measure the purchase decision variable, including being quick to decide, buying alone, acting because of product excellence, and confidence in the purchase..

Product

According to (Chaffey & Ellis, 2020), products are opportunities to modify core or products that extend to the digital environment. Products are defined as goods that are produced to meet certain needs. The indicators used in this study are performance, features, reliability, conformity to specifications, durability, and reliability.

Price

Price is the amount consumers pay to enjoy it. Price is an important part of determining the marketing mix (Tengku Firli Musfar, 2020). Price is one of the most important elements in determining the market share and profit of a company. Price is the main factor influencing the choice of buyers (Zubaidah Warni, 2020). Price indicators are price competitiveness, affordable prices, price compatibility with benefits.

Place

According to (Handayani & Fathoni, 2019), location is a combination of strategic distribution channels and locations as well as decisions to provide services to customers. The indicators used for place variables are strategic, easy to reach, travel time, and location..

Promotion

Promotion according to (Handayani & Fathoni, 2019) is one of the most important variables in the company's marketing mix in service products and sales promotions. The indicators used for promotional variables are advertisements, events, then promotions by providing discounts.

RESEARCH METHODOLOGY

Description of Research Objects

PT JPRO Real Estate, Jagakarsa Propertindo, or PT JPRO is a housing developer that offers various types of houses for each market segment. Marketing is the process by which businesses create value for customers and build strong relationships with customers with the aim of getting value from customers in return (Kotler and Armstrong 2014: 27). Marketing activities are part of the company's efforts to achieve predetermined goals (Kotler and Armstrong 2014: 27).

Figure 2. Company Logo Profile



Source : Kebagusan IV Residence

PT JPRO Real Estate offers housing called Kebagusan IV Residence. This housing has several advantages, including relatively cheap prices compared to its quality, luxurious and attractive building designs, strategic location, and complete facilities to meet customer needs. PT JPRO Real Estate is currently building this housing on Jl. Kebagusan IV, Jagakarsa, south Jakarta. 50 units of this housing were built in 2021. The land area of each is 72-92 m², and the building area is 100-135 m². Questions such as product, price, location, and promotion are usually part of a company's marketing strategy. This is done to ensure that

Operational Definition of Purchasing Decision

Purchasing decisions have a score obtained through research using a questionnaire distributed to respondents with indicators, namely quickly deciding, buying alone, acting because of product excellence, and confidence in purchases measured using a Likert scale.

Operational Definition of Product (X1)

The product has a score obtained through research using a questionnaire distributed to respondents with indicators such as performance, privilege, reliability, conformity to specifications, durability which are measured using a Likert scale.

Operational Definition of Price (X2)

Price has a score obtained through research using a questionnaire distributed to respondents with indicators, namely price competitiveness, affordable prices, price compatibility with benefits measured using a Likert scale.

Operational Definition of Place (X3)

Place has a score obtained through research using a questionnaire distributed to respondents with indicators such as strategic, easy to reach, travel time which is measured using a Likert scale.

Operational Definition of Promotion (X4)

Promotion has a score obtained through research using a questionnaire distributed to respondents with indicators in the form of advertisements, events, then promotions by providing discounts which are measured using a Likert scale.

Population and Sample

In this study, the population was Kebagusan IV Residence, which amounted to 35 respondents. Non-probability techniques and saturated sampling are the methods used in this study.

Data Source

Primary data is the original data source to be collected from the research site. Therefore, the questionnaire was obtained from distributing questionnaires to Kebagusan IV Residence customers..

Data Collection

In this study, the type of data is quantitative data with a Likert scale measurement scale. The data source used is primary data sources derived from the results of distributing online questionnaires using google forms containing questions or statements related to the variables studied, which were then distributed via WhatsApp and Instagram social media to 35 respondents.

Table 3 Likert Scale

| | |
|---------------------------|---|
| Sangat Tidak Setuju (STS) | 1 |
|---------------------------|---|

Source: Hamzah (2019, hlm.116)

The following is a grid of instruments in this study that will be processed into the basic material of questions or statements that will be stated in the questionnaire.

Table 4. Research Statement Instrument Grid

| Variable | Indicator | Point | Point |
|-----------------|-----------------------------------|-------|-------|
| Buying Decision | Quick to Decide | 1 | 2 |
| | Own Purchase | 2,3 | 1 |
| | Act because of product excellence | 4,5 | 2 |
| | Confidence in purchasing | 6 | 1 |

| Variable | Indicator | Point | Point |
|-----------|---------------------------|-------|-------|
| Product | Performance | 7 | 1 |
| | Speciality | 8,9 | 2 |
| | Reliability | 10 | 1 |
| | Specification | 11 | 1 |
| | Durability | 12 | 1 |
| Price | Competitiveness | 13,14 | 2 |
| | Affordable Price | 15,16 | 2 |
| | Compability with Benefits | 17,18 | 2 |
| Place | Strategic | 19,20 | 2 |
| | Reachable | 21,22 | 2 |
| | Time Taken | 23,24 | 2 |
| | Advertising | 25,26 | 2 |
| Promotion | Event | 27,28 | 2 |
| | Discount Promotion | 29,30 | 2 |

Source: Data Processing

Data Analysis Technique

The data analysis method used is Partial Least Square (PLS). The use of the Partial Least Square (PLS) method in this study is very suitable for testing the validity of the theory without having to assume data with specific scale measurements and without requiring a very large sample size (Ghozali, 2014, p. 30). In this study, the data obtained from respondents' responses to questionnaire statements will be analyzed using analytical techniques. This research involves descriptive analysis and inferential analysis in processing data.

Hypothesis

The hypothesis is a logical relationship between two or more variables expressed in the form of a statement. Then the hypothesis is compiled as follows:

H1: It is suspected that there is an effect of Product on Purchasing Decisions.

H2: It is suspected that there is an effect of Price on Purchasing Decisions.

H3: It is suspected that there is an influence of Place on Purchasing Decisions.

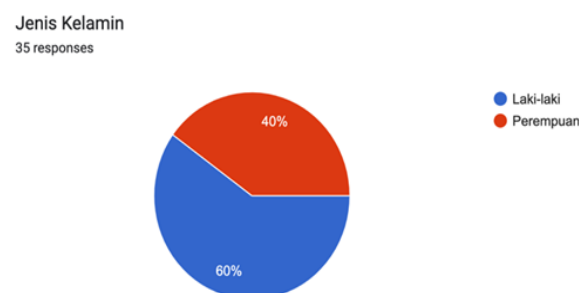
H4: It is suspected that there is an influence of Promotion on Purchasing Decisions

RESULTS AND DISCUSSION

Respondent Data Description

From the results of distributing google form questionnaires that have been carried out by 35 respondents, the results of the characteristics of respondents based on gender are listed in the table below:

Figure 2. Characteristics Based on Gender



Source: Data Processing

Based on the data from the figure above, the number of consumers with male gender is 21 respondents (60%) and female gender there are 14 respondents (40%). From the results of distributing questionnaires that have been carried out by 35 respondents, the results of the characteristics of respondents based on age are shown in the figure below:

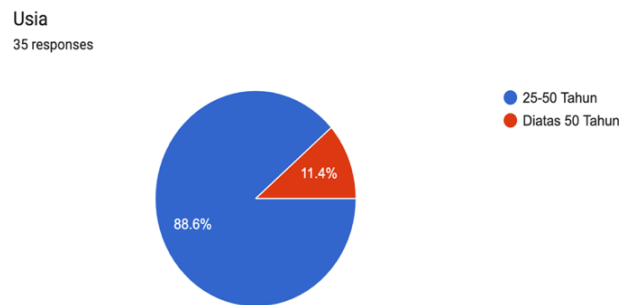


Figure 3. Characteristics Based on Age

Source: Data Processing

In this study, there were 31 (88.6%) respondents aged 25-50 years. Then respondents over 50 years of age were 4 (11.4%) respondents. From the results of distributing questionnaires that have been carried out to 35 respondents, the results of the characteristics of respondents based on the year of purchase are shown in the figure below:

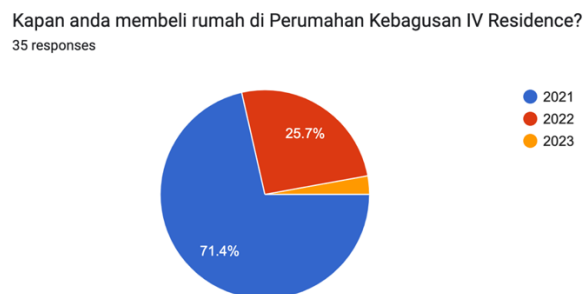


Figure 4 . Characteristics Based on Year of Purchase

Source: Data Processing

In this study, there were 31 (88.6%) respondents aged 25-50 years. Then respondents over 50 years of age were 4 (11.4%) respondents. From the results of distributing questionnaires that have been carried out to 35 respondents, the results of the characteristics of respondents based on the year of purchase are shown in the figure below

Descriptive Data Analysis

In this study, researchers used descriptive analysis with the interpretation of the index value obtained from the calculation of the formula using the three box method theory, which is as follows:

Table 5. Interpretation of Respondent Index Values

| Nilai Index | Interpretasi |
|---------------|---------------|
| 10,00 – 40,00 | <i>Low</i> |
| 40,01 – 70,00 | <i>Medium</i> |
| 70,01 – 100 | <i>High</i> |

Source: Data Processing

Inferential Data Analysis

Validity Test

In this study, the validity test used is the convergent validity test and the discriminant validity test. Convergent validity test indicators, namely Instagram social media marketing, brand image, service quality, and purchasing decisions are seen. from the loading factor. For a measurement scale with a loading value of 0.5, it can be said to be sufficient or considered a valid measurement scale. Below are the output results of the test results listed in the table below.

Tabel 6. Outer Loading Factor

| | Buying Desicion | Product | price | Place | Promotion |
|-----|--------------------|---------|-------|-------|-----------|
| KP1 | 0,866 | | | | |
| KP2 | 0,825 | | | | |
| KP3 | 0,808 | | | | |
| KP4 | 0,818 | | | | |
| KP5 | 0,798 | | | | |
| KP6 | 0,809 | | | | |
| P1 | | 0,856 | | | |
| P2 | | 0,807 | | | |
| P3 | | 0,805 | | | |
| P4 | | 0,846 | | | |
| P5 | | 0,817 | | | |
| P6 | | 0,893 | | | |
| H1 | | | 0,958 | | |
| H2 | | | 0,962 | | |
| H3 | | | 0,959 | | |
| H4 | | | 0,973 | | |
| H5 | | | 0,964 | | |
| H6 | | | 0,966 | | |
| T1 | | | | 0,921 | |
| T2 | | | | 0,924 | |
| T3 | | | | 0,87 | |
| T4 | | | | 0,868 | |
| T5 | | | | 0,838 | |
| T6 | | | | 0,899 | |
| PR1 | | | | | 0,848 |
| PR2 | | | | | 0,819 |
| PR3 | | | | | 0,854 |
| PR4 | | | | | 0,841 |
| PR5 | | | | | 0,879 |
| PR6 | | | | | 0,853 |

Source: analysis results from SmartPLS 4.0 output, 2023

Based on the results of the table, the overall loading factor results for each indicator for the purchasing decision variable, product, price, place, and promotion have a loading value above 0.6. It can be concluded that all values on the indicator are said to be valid. The discriminant validity value can be determined by looking at the cross loading value where in each construct variable must be greater than the loading value of other constructs and for the AVE value where the AVE value is acceptable if it has a value above 0.50. This is the output

result using SmartPLS 4.0 software.

Table 7. *Average Variance Extracted (AVE)*

| No | Variable | Average Variance Extracted (AVE) |
|----|-----------------|----------------------------------|
| 1 | Buying Decision | 0,674 |
| 2 | Product | 0,702 |
| 3 | Price | 0,929 |
| 4 | Place | 0,787 |
| 5 | Promotion | 0,721 |

Source: analysis results from SmartPLS 4.0 output, 2023

From the results of the validity test using two models, namely convergent validity and discriminant validity on each variable, it can be said that the variables of purchasing decisions, products, prices, places, and promotions have met the requirements and can be said to be valid.

Reliability Test

The reliability test in this study uses Cronbach alpha and composite reliability values to measure constructs. The construct can be said to be reliable if the composite reliability value and Cronbach alpha > 0.70, it can be said to be good if the value exceeds > 0.60. The following are the results of data processing for the Composite Reliability value.

Table 8. *Value Result Composite Reliability*

| | Composite Reliability |
|-----------------|-----------------------|
| Buying decision | 0,904 |
| Product | 0,917 |
| Price | 0,985 |
| Place | 0,95 |
| Promotion | 0,925 |

Source: analysis results from SmartPLS 4.0 output, 2023

Next are the results of the SmartPLS 4.0 output using the Cronbach Alpha value on the five variables used in the study.

Table 9. *Value Result Cronbach Alpha*

| | Cronbach's Alpha |
|-----------------|------------------|
| Buying Decision | 0,903 |
| Product | 0,915 |
| Price | 0,985 |
| Place | 0,946 |
| Promotion | 0,923 |

Source: analysis results from SmartPLS 4.0 output, 2023

Obtaining the results from the SmartPLS 4.0 output, the composite reliability and Cronbach alpha values can be said to be valid and highly reliable because they have met the value > 0.70.

R Square test

The results of the r square test in this study use the output results on the SmartPLS 4.0 software, which are as follows.

Table 10. R-Square

| | R Square | Adjusted R Square |
|-----------------|-----------------|--------------------------|
| Buying Decision | 0,927 | 0,917 |

Source: analysis results from SmartPLS 4.0 output, 2023

Based on the results of table 18, it shows that the total R-Square value is 0.917 or 91.7% which indicates that the independent variables, namely product, price, place, and promotion can explain the dependent variable, namely purchasing decisions by 91.7%.

Q Square Test

Q-square assesses how well the observed values are generated by the modal as well as the parameter estimates. A Q-square value > 0 indicates that the model has predictive relevance. The following is the result of the Q-square output on the purchasing decision variable.

Table 11. Q-Square

| | SSO | SSE | Q2 (=1-SSE?SSO) |
|---------------------|---------|---------|-----------------|
| Product (X1) | 210.000 | 210.000 | |
| Price (X2) | 210.000 | 210.000 | |
| Place (X3) | 210.000 | 210.000 | |
| Promotion (X4) | 210.000 | 210.000 | |
| Buying Decision (Y) | 210.000 | 90.329 | 0.570 |

Based on the results of the Q-square test, it can be seen that the Q-Square value is 0.570 or 57% for the purchasing decision variable. With these results, it can be said that the model in the study has predictive relevance, where the model used can explain the information in the research data by 57%.

Hypothesis Test & T Test

Hypothesis testing is carried out by processing data by utilizing SmartPLS 4.0 software and providing results on the structural model of path coefficients. The t test displays the significant influence given by the independent variable in providing a variety of explanations for the dependent variable. In the t test, the t-table value is required in analyzing. The t-table value is obtained using the formula $df = n - k$ or $df = 35 - 5 = 30$, with a confidence degree of 5% or 0.05, which is as follows.

Table 12. Path Coefficient Value
(Path Coefficients)

| | Original Sample (o) | T Statistics (O/STDEV) | P Values |
|------------------------------|----------------------------|-------------------------------|-----------------|
| Product -> Buying Decision | 0,512 | 3,504 | 0,000 |
| Price -> Buying Decision | -0,178 | 2,726 | 0,006 |
| Place-> Buying Decision | 0,232 | 2,802 | 0,005 |
| Promotion- > Buying Decision | 0,451 | 3,182 | 0.001 |

Source: analysis results from SmartPLS 3.0 output, 2023

Based on the results of the data above, it shows that the path coefficients for the original

sample (O) product variable on purchasing decisions are 0.512 or a percentage with a value of 51.2%. This percentage has an influence on purchasing decisions of 51.2%. The price variable on purchasing decisions is -0.178 or a percentage with a value of 17.8%. This percentage means that the price variable has an influence on purchasing decisions by 17.8%. Place variable on purchasing decisions of 0.232 or percentage with value of 23.2%. The promotion variable on purchasing decisions is 0.451 or a percentage with a value of 45.1%.

The acquisition of the results from the table above, indicates that the acquisition of the results of the product variable (X1) on purchasing decisions has a tcount value of 3.504 > t table 2.04277 with a P Values of 0.000 < 0.05. These results indicate that the product variable has a significant effect on purchasing decisions. This means that H1 is accepted. For the test results of the price variable (X2) on purchasing decisions, it has a tcount value of 2.726 > t table 2.04277 with P Values of 0.006 > 0.05. These results indicate that the price variable has a significant influence on purchasing decisions. This means that H2 is accepted. For the results of testing the place variable (X3) on purchasing decisions, it has a tcount value of 2.802 > t table 2.04277 with P Values of 0.005 > 0.05. These results indicate that the place variable has a significant influence on purchasing decisions. This means that H3 is accepted. The final results of testing the promotion variable (X4) on purchasing decisions have a tcount value of 3.182 > t table 2.04277 with P Values of 0.001 < 0.05. These results indicate that the promotion variable has a significant effect on purchasing decisions. This means that H4 is accepted.

DISCUSSION

The results obtained based on the path coefficient analysis in the inner model show that the product variable has a positive effect on purchasing decisions, while the original sample value (O) which describes the effect of the product variable is 0.512, which means that if there is an increase in the product, it will also increase purchasing decisions at Kebagusan IV Residence. Hypothesis testing states that products have a significant influence on purchasing decisions for Kebagusan IV Residence. This is evidenced by the t-statistic test with t count 3.504 > t table 2.04227 which makes the hypothesis accepted or H1 accepted, and H0 rejected, and a signification of 0.000 < 0.05. It can be interpreted that the indicators contained in the product variable have an important role in improving purchasing decisions for Kebagusan IV Residence and are successful in attracting consumers.

The results obtained based on the path coefficient analysis in the inner model show that the price variable has a negative effect on purchasing decisions, while the original sample value (O) which describes the effect of the price variable is -0.178. Hypothesis testing states that price has a significant influence on purchasing decisions for Kebagusan IV Residence. This is evidenced by the t-statistic test with t count 2.726 > t table 2.04227 which makes the hypothesis accepted or H2 accepted, and H0 rejected, and a signification of 0.006 < 0.05. Therefore it can be interpreted that in

The results obtained based on the path coefficient analysis in the inner model show that the place variable has a positive effect on purchasing decisions, while the original sample value (O) which describes the influence of the place variable is 0.232, which means that if there is an increase in place, it will also increase purchasing decisions at Kebagusan IV Residence. Hypothesis testing states that place has a significant influence on purchasing decisions for Kebagusan IV Residence. This is evidenced by the t-statistic test with t count 2.802 > t table 2.04227 which makes the hypothesis accepted or H3 accepted, and H0 rejected, and a signification of 0.005 < 0.05. Therefore, it can be interpreted that the indicators contained in the place variable have an important role in increasing the purchasing decision of Kebagusan IV Residence and are successful in attracting consumers.

The results obtained based on the path coefficient analysis in the inner model shows

that the promotion variable has a positive effect on purchasing decisions, while the original sample value (O) which describes the effect of the promotion variable is 0.451, which means that if there is an increase in promotion, it will also increase purchasing decisions at Kebagusan IV Residence. Hypothesis testing states that promotion has a significant influence on purchasing decisions for Kebagusan IV Residence. This is evidenced by the t-statistic test with $t \text{ count } 3.182 > t \text{ table } 2.04227$ which makes the hypothesis accepted or H4 accepted, and H0 rejected, and a significance of $0.001 < 0.05$. Therefore, it can be interpreted that the indicators contained in the promotion variable have an important role in increasing the purchasing decision of Kebagusan IV Residence and are successful in attracting consumers.

CONCLUSION

Based on the results of data analysis and discussion regarding marketing mix analysis on purchasing decisions at Kebagusan IV Residence and tests that have been carried out using SmartPLS 4.0 software. With the results in accordance with the research hypothesis, the following conclusions can be obtained.

Products influence purchasing decisions. These results prove that the performance, specialty, reliability, conformity to specifications, durability of a product can influence purchasing decisions at Kebagusan IV Residence. This means that if there is an increase in the product, it will also increase purchasing decisions at Kebagusan IV Residence. So that for product variables in line with the research hypothesis, namely, products affect purchasing decisions.

Price affects purchasing decisions. These results prove that price competitiveness, affordable prices, price compatibility with the benefits of a price can influence purchasing decisions at Kebagusan IV Residence. This means that if there is an increase in price, it will make purchasing decisions at Kebagusan IV Residence decrease and vice versa if there is a decrease in price, it will make purchasing decisions at Kebagusan IV Residence increase due to the effect of price which has a negative original sample value. Can conclude, for the price variable in line with the research hypothesis, namely, price

Place affects purchasing decisions. These results prove that strategic, easy to reach, travel time from a place can influence purchasing decisions at Kebagusan IV Residence. This means that if there is an increase in place, it will also increase purchasing decisions at Kebagusan IV Residence. So that the place variable is in line with the research hypothesis, namely, place has an effect on purchasing decisions.

Promotion affects purchasing decisions. These results prove that advertising, events, then promotions by giving discounts from a promotion can influence purchasing decisions at Kebagusan IV Residence. This means that if there is an increase in promotion, it will also increase purchasing decisions at Kebagusan IV Residence. So that the promotion variable is in line with the research hypothesis, namely, the product has an effect on purchasing decisions.

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