

ANALYSIS OF THE INFLUENCE OF LOCATION, DESIGN, PRODUCT QUALITY ON THE DECISION TO PURCHASE SUBSIDY HOUSING IN MADIUN REGENCY

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Abstract

This research is entitled Analysis of the Effect of Location, Design, Product Quality on Decisions to Purchase Subsidized Housing in Madiun Regency. to determine the effect of product quality location on the decision to purchase subsidized housing in Madiun district and to determine the effect of location location, design and product quality simultaneously affect the decision to purchase subsidized housing in Madiun district. This type of research is quantitative research. The number of samples used is 291 respondents. The sampling technique used is non-probability sampling, with purposive sampling method. Data retrieval using a questionnaire with the distribution via google form. The results show that a) location (X1) has a significant effect on purchasing decisions (Y), b) design (X2) has a significant effect on purchasing decisions (Y), c) quality (X3) has a significant effect on purchasing decisions (Y), d) location (X1), Design (X2), quality (X3) simultaneously have a significant effect on purchasing decisions (Y)

Keywords: Location, Design, Quality, Purchase Decision

1. INTRODUCTION

Based on data from the Ministry of Public Works and Public Housing of the Republic of Indonesia in 2020, the large number of people compared to the availability of houses causes a housing backlog. The government through Perum Perumnas (National Public Housing Company) has programmed the One Million Houses and One Thousand Towers Program. In this program there is a policy for distributing subsidies through the Prosperous Mortgage Financing Scheme for Housing Financing Liquidity Facility (FLPP) and KPR SSB (Interest Difference Subsidy), in accordance with the price limit stipulated in Permenpera No. 3/2014 by determining the price increase of 5% per

year which is regulated through the Minister of Finance Regulation No. 113/PMK.03/2014 with an installment period or a tenor of up to 20 years, a light down payment, free of VAT and free of insurance premiums and fire insurance. The One Million Houses Program (PSR) also gets support from private developers who share the burden of the government in providing people's houses. One of the development areas that is being looked at by private developers is Madiun. Land prices are still relatively cheap compared to other districts, as well as an increasing population along with the entry of domestic and multinational companies that develop business in Madiun, making the housing market in Madiun increasingly good, one of which is subsidized housing (Anthony, 2017)

The property sector is one of the businesses hardest hit by the Covid-19 pandemic, especially for the tourism (hospitality), commercial (shopping center), offices and residential sectors. However, there are still some segments in the property industry that are not affected by the economic turmoil. The residential segment for low-income people (MBR), for example, is a segment that continues to grow during the pandemic situation due to great public interest. This was also confirmed by the Center for the Management of Housing Financing Funds (PPDPP) of the Ministry of Public Works and Public Housing (PUPR) which stated that public interest in getting subsidized mortgages during this pandemic continued to increase ([Www.Kompas.Com](http://www.kompas.com)).

Madiun people's interest in subsidized housing is quite high. Based on data from LAKIP (Government Agency Performance Accountability Report) from the Madiun Housing and Settlement Service regarding the sales of Madiun subsidized housing as follows:

Table 1 Sales of Madiun Subsidized Housing

No	Housing Name	Sales results	
		2019	2020
1	Villa setinggil	67	120
2	Ardiya Gharini	53	130
3	Griya Kertoasri	46	90
4	Green Indah	78	125
5	Nuansa Gunung Sari 2	28	67
6	Pilangrejo permai	34	51
7	Star Regency	18	39
8	Green kedaton	47	16

Source: LAKIP (Laporan Akuntabilitas Kinerja Instansi Pemerintah)

The table above states that the level of public interest in having subsidized housing in Madiun Regency is very high, which occurs in four subsidized housing in Madiun Regency. Subsidized housing in Madiun Regency prioritizes location, design,

quality on purchasing decisions in every housing product they manage. Based on data in the 2019 Madiun Government Agency Work Report (LAKIP), the sales of subsidized housing in Madiun Regency in 2019 in Villa housing sold 67 units, while at Ardiya Gharini housing in 2019 53 units were sold. A significant increase in both subsidized housing in Madiun occurred in 2020. Based on data in the 2020 Madiun Government Agency Work Report (LAKIP), 120 units of Villa housing were sold, while Ardiya Gharini's 2019 housing estate sold 130 units. Griya Kertosari 46 units in 2019 and 90 units in 2020. Beautiful Green sold 78 units in 2019 and 125 in 2020.

This achievement is extraordinary compared to the increase in sales from other subsidized housing, so it is necessary to study the factors that influence sales results so that they become a reference in increasing sales results in the following year. The main research carried out is to examine the main concept of this subsidized housing which prioritizes location, design, quality, whether it really has a significant effect on customer purchasing decisions so they want to buy housing.

However, the current problem faced by developers of subsidized housing is that there are customers who are selective and adjust to their abilities who will pay in installments when they have purchased a unit. Based on an interview with Mr. Sigit Purnomo as Head of Developer of Perum Ardiya Gharini, Customers who buy always prioritize the location of housing units with their working location or with access to public facilities. Customers also demand a contemporary home design and give the impression of an update in the house they will live in. For customers, there is a separate purchase decision when their house is comfortable to live in. In line with these two factors, customers also measure the quality of the house they will buy by the amount of money they will spend. Customers don't want to lose by buying expensive housing but the quality is not worth it.

There are 3 main aspects that entrepreneurs target in providing purchasing decisions to their loyal customers. These three aspects affect other aspects more dominantly. The three aspects are the location of the business being established and operating every day. The second is the design of the business being run related to the shape, size and function of other facilities. The third is quality in the form of products and services provided to customers. (Lubis, 2017).

Location plays a role not only for activities but also in regulating the economy. Location as a place where residential users direct, control, and coordinate activities. It also describes the main functions and daily activities. Under normal circumstances, the location has a major impact in facilitating a person's life in their activities. (Soleha, 2018).

Design brings several significant advantages. This type of design can generate new product ideas in discovering customer needs and preferences. Design can then help turn

these ideas into innovative and competitive products and services that are suitable for the market. Design to make business processes more efficient and to strengthen marketing approaches. It explains the various ways design can benefit customers from product development to business strategy. It also outlines what is involved in the design process and how to manage the process and measure its success (Irianto, 2019).

Using quality products to beat the competition is very important. Since they only focus on selling a few products, they need something that can differentiate their products from the competition. Overall, quality always sells better than other factors, such as low prices. The products are good, despite the high prices. Quality products create unwavering customer loyalty which results in increased leads. When customers find a product they trust, they come back, make repeat purchases, and recommend the product or service to others (Lubis, 2017).

A customer's purchase decision is defined as 'a person's feeling of pleasure or disappointment, resulting from comparing the perceived performance or outcome of a product with his expectations. Customer satisfaction is a function of perceived performance and expectations. Perceived performance is the consumer's belief about the product or service experience (Henriawan, 2019). The purpose of the purchase decision is set by the customer himself before they make a purchase. This is also why they started looking for more information on current reviews, comparisons, alternatives. Customers choose a product or service, they will begin to evaluate the actual experience against what is expected (Suwardani, 2016)

Measuring a customer's purchasing decision should become a daily habit for entrepreneurs to do from time to time and only when facing crisis management. One of the most effective methods of gathering customer feedback to improve customer buying decisions is survey research. There is one core benefit of running all customer-targeted surveys - understand them better. Analyzing the answers shows you what common obstacles your customers face and how you can improve certain areas. This, in turn, leads to higher sales. The Survicate survey helps thousands of companies improve their business (Irianto, 2019).

2. LITERATURE REVIEW

2.1 Location Theory

Location is where the business is run. The main place of business plays a role not only for taxes but also in litigation. The principal place of business is the place where company officials direct, control, and coordinate company activities. It is also described as the nerve center of the company, where the main functions and decision-making activities of the company take place. Under normal circumstances, this is also the location of the company's headquarters. (Soleha, 2018).

2.2 Design Theory

Design opens up valuable opportunities for business. Its importance is often underestimated, but good design can bring some significant business advantages. The research and prototyping stages of the design process can generate new product ideas and enable you to discover customer needs and preferences. Design can then help turn these ideas into innovative products and services, and competitive fit for the market. You can also use design to make business processes more efficient and to strengthen your marketing approach. This guide explains the various ways design can benefit your business, from product development to business strategy. It also outlines what is involved in the design process as well as how you can manage the process and measure its success. (Irianto, 2019).

2.3 Quality Theory

The main goal of any business is to make money. If you have a product that people will buy, then you own a business. However, the businesses that earn the most don't focus solely on profits. They also consider the quality of the products and services they offer because they know how important it is to their customers (Setiawan, 2019).

2.4 Purchase decision theory

The purchase decision is a person's feeling of pleasure or disappointment that arises after comparing the performance or results of a product that is thought to be against the expected performance or results if the performance is below expectations, consumers are not satisfied. If performance meets expectations, consumers are satisfied. If the performance is above or beyond expectations, the consumer is very satisfied or happy. The purchase decision is a kind of comparison step between experience and evaluation of results, it can produce something that is spiritually comfortable, not just comfortable because it is imagined or expected. Satisfaction or dissatisfaction is not an emotion but something that is the result of evaluation and emotion. The concept of thinking that consumer purchasing decisions will lead to increased profits is that satisfied consumers will be willing to pay more for the product or service received and be more tolerant of price increases. (Suwardani, 2016).

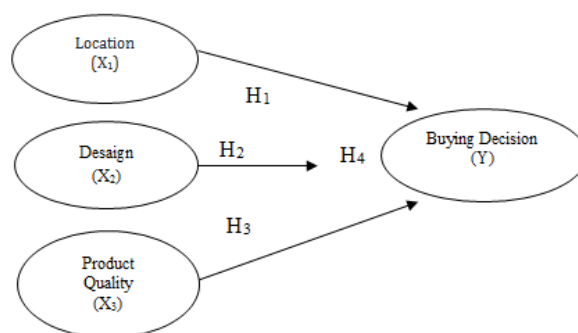


Figure 1 Thinking Framework

3. HYPOTHESIS

H₁: It is suspected that there is an influence of location on the decision to purchase subsidized housing in Madiun Regency.

H₂: It is suspected that there is a design effect on the decision to purchase subsidized housing in Madiun Regency.

H₃: It is suspected that there is an effect of product quality on the decision to purchase subsidized housing in Madiun Regency

H₄: It is suspected that there is an influence of location, design, product quality on the decision to purchase subsidized housing in Madiun Regency

4. RESEARCH METHOD

The location of this research is in all subsidized public housing in Madiun. The phenomenon of increasing sales in all subsidized public companies is a consideration for several variables to be tested. The findings were carried out from March 2021 to June 2021. The research design is a research design that will be used as a guide for conducting a study. The form of this research is descriptive research. According to Sugiyono (2005) that descriptive research is a research method used to make broader conclusions.

The population of this research is the buyers of all subsidized public housing in Madiun Raya in 2019-2020, namely 1009 people who are sourced from reports from the public works department on the Madiun public works website. The sampling area in this study is the buyer of subsidized housing in Madiun district. The technique of taking a very large sample of more than 1000 people uses the theory of Krejcie and Morgan. Because the population in this study was 1009 people so that it was included in the category of 1,200 people, the sample in this study was 291 people. According to Darna (2018), the sampling technique is a sampling technique. Determination of the sample in this study using the sampling area sampling technique. The sample is used when the

researcher is faced with a situation where the research population is scattered in various regions (Mulyadi, 2012). The technique of taking a very large sample of more than 1000 people uses the theory of Krejcie and Morgan.

The data collection technique in this research is to use a questionnaire data collection method which is distributed through Google forms to be sent to respondents. According to Bougie (2018), a questionnaire is a data collection technique in the form of a pre-formulated list of written questions in which respondents will record their answers, usually in clearly defined alternatives. Questionnaires are generally designed to collect a lot of quantitative data. Questionnaires can be administered personally, sent to respondents, or distributed electronically. Sources of data in this study in the form of primary data and secondary data. According to Bougie (2018), primary data (primary data) refers to information obtained directly (from first hand) by researchers related to variables of interest for certain purposes of the study. Primary data sources are individual respondents, focus groups, and panels that are specifically determined by the researcher and where their opinions on certain issues can be sought from time to time, or sources that are not so clear such as magazines or old books.

5. RESULT

5.1 Hypothesis testing

a. Partial parameter significance test (t-test)

The t-test is used to determine whether or not there is an effect between the independent variables (location, design, quality) on the dependent variable (purchase decision of the Madiun-subsidized Perum) partially by comparing t count with t table at sig level 0.05 (5%) with the criteria if t count > t table then the hypothesis is accepted, whereas if t count < t table then the hypothesis is rejected. From the SPSS 17.0 analysis, the following results were obtained

Table 2 Multiple Regression Coefficient
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.379	2.584		3.630	.000
Location	1.388	.558	.928	2.490	.015
Design	-1.074	.451	-.888	-2.380	.019
Quality	.466	.101	.416	4.622	.000

a. Dependent Variable: Keputusan pembeli

Source: data processed November 2021

Based on the table above, it can be seen that the partial effect of the independent variables (location, design, quality) on the dependent variable (purchasing decisions for the subsidized Perum Madiun). By looking at some of the criteria that have been set, it can be concluded that:

1. The influence of the location variable on the purchasing decision of the Madiun subsidized Public Corporation.

From the table above, the t-count value is 2.490 with a sig value. of 0.015. This value is lower when compared to the t table value at $df = 291-5$, which is 95 with a significance value of 5%, which is 1.985. So it can be concluded that the value of t count $>$ t table ($2,490 > 1,985$), means that the location has a significant effect on the purchasing decision of the Madiun subsidized Perum. So it can be concluded that the hypothesis proposed in this study is accepted.

2. The influence of design variables on purchasing decisions of the Madiun subsidized Public Corporation.

From the table above, the t-count value is 2.380 with a sig value. of 0.019. This value is greater than the t table value at $df = 291-5$, which is 95 with a significance value of 5%, which is 1.985. So it can be concluded that the value of t arithmetic $>$ t table ($2.380 > 1.985$), means that the design significantly influences the purchasing decision of the Madiun subsidized Public Corporation. So it can be concluded that the hypothesis proposed in this study is accepted.

3. The influence of the quality variable on the purchasing decision of the Madiun subsidized Public Corporation.

From the table above, the t-count value is 4.622 with a sig value. of 0.000. This value is greater than the t table value at $df = 291-5$, which is 95 with a significance value of 5%, which is 1.985. So it can be concluded that the value of t arithmetic $>$ t table ($4.622 > 1.985$), means that the design has a significant effect on the purchasing decision of the Madiun subsidized Public Housing Corporation. So it can be concluded that the hypothesis proposed in this study is accepted.

b. Simultaneous parameter significance test (F-test)

This test is used to determine the joint effect of the independent variables (location, design and quality) on the purchasing decision variables for the subsidized Perum Madiun. The F test is used. The criteria used are if the calculated F value $>$ F table and the significance is < 0.05 , it can be concluded that there is a significant effect between the independent and dependent variables, if F count $<$ F table and significance

> 0.05, it can be concluded that there is no influence between the independent variable and the dependent variable. After analyzing the data using multiple regression on SPSS 17.0, the following results were obtained:

Table 3 Multiple Regression F Test Value

ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	63.408	3	21.136	9.413	.000
	Residual	215.552	96	2.245		
	Total	278.960	99			

a. Predictors: (Constant), Kualitas, Lokasi, Desain

b. Dependent Variable: Buying Decision

Source: data processed November 2021

ased on the table above, it can be seen that the calculated F value in the ANOVA table is 9.413 and at a significance level of 0.000, while the f table value is $df_{v1} = m - 1 (5 - 1 = 4)$; $2 = n - m (291 - 5 = 95)$ where, m= number of variables; n= number of samples. at the significance of = 0.05 is equal to 2.70. so that F count > F table ($9.413 > 2.70$) then the regression model can be used to predict that the independent variables (location, design and quality) on the purchasing decision variables of the Madiun subsidized Public Corporation. Thus, 4 from this study can be accepted, namely simultaneously there is a significant influence of the location, design and quality variables on the purchasing decision variables of the Madiun subsidized Public Corporation.

6. DISCUSSION

Based on the data analysis that has been carried out, the authors conclude that partially from the results of the analysis, it can be concluded that all variables in this study, namely location, design and quality, significantly influence the purchasing decision of the Madiun subsidized Public Housing Corporation. This is evidenced by the t value for the location variable of 2,490 with a significant value of 0.015. While the design variable is 2.380 with a sig value. of 0.019 and on the quality variable of 4.622 with a sig. of 0.000. In detail the influence of these variables can be explained as follows:

1. Influence of Location (X1) on Purchase Decision (Y)

Location has a significant effect on purchasing decisions at the subsidized Perum Madiun. This is based on the results of the t-test which shows the t-count value is greater than the t-table, which is equal to ($2.490 > 1.985$) and at a significance level of 0.015. The location of the Perum that is offered by the Subsidized Public Housing in

Madiun is one of the factors that influence purchasing decisions at the Subsidized Public Housing in Madiun, namely the location that is often passed or is easily accessible by means of transportation. This can be seen from the facilities attached to the location around the Perum. A location or place that can be seen clearly from normal visibility, making it easier for relatives or colleagues to search for the house. The number of people passing by can provide great opportunities for buying, namely buying decisions that often occur spontaneously, without planning, and or without going through special efforts. Traffic congestion and congestion can also be opportunities. The large parking space for motorbikes and four-wheeled vehicles provided by housing is also a reason for purchasing.

These results are in accordance with Lutviyatus Sholeha's research(2019) The Effect of Location on Customer Purchase Decisions in Ahass Sumber Jaya Maha Sakti, Rogojampi District, Banyuwangi Regency. The results showed that service quality had a significant influence on customer purchasing decisions at AHASS Sumber Jaya Maha Sakti Motor, Rogojampi District, Banyuwangi Regency. Based on this, H_0 is rejected and H_a is accepted, namely 'there is a significant influence of location on customer purchasing decisions at AHASS Sumber Jaya Maha Sakti, Rogojampi District, Banyuwangi Regency'. The results of the analysis of the effectiveness of the regression line (R^2) of 79%. This shows that the percentage of the influence of location on customer purchasing decisions at AHASS Sumber Jaya Maha Sakti, Rogojampi District, Banyuwangi Regency is 79%.

Deciding where to find business is always important. Location plays a huge role in attracting and retaining the best employees, many of whom keep track of where they are in order to optimize work-life balance. Good location decisions can significantly improve a company's long-term performance. Poor people can spend a lot because they lose talent, productivity, and capital. (Firdiansyah, 2018).

2. Influence of Design (X2) on Purchase Decision (Y)

The design significantly influences the buyer's decision to save at the subsidized Perum Madiun. This is based on the results of the t-test which shows the t-count value is greater than the t-table, which is equal to $(2.380 > 1.985)$ at a significant level of 0.019. Subsidized Perum Madiun always provides various designs to buyers and this is a priority for buyers because the designs offered are attractive designs. The Madiun subsidized Perum provides designs on time according to the latest updates, besides that Madiun subsidized Perum officers are always friendly and polite to buyers in providing design explanations. Perum also provides design options that are in great demand by consumers so that buyers feel that they are following the present.

These results are in accordance with Romdhoni (2020) The Effect of Design on Customer Purchase Decisions in Increasing Sales of CV batik pringsewu Gunung Kidul.

Based on the calculation results show that the design variable on customer purchasing decisions that have an impact on increasing sales is significant. Adjusted R square step 1 (0.973) shows that 97.5 percent of the variance of customer purchasing decisions is explained by the independent variables in the regression equation.

Design opens up valuable opportunities for business. Its importance is often underestimated, but good design can bring some significant business advantages. The research and prototyping stages of the design process can generate new product ideas and enable you to discover customer needs and preferences. Design can then help turn these ideas into innovative products and services, and competitive fit for the market. You can also use design to make business processes more efficient and to strengthen your marketing approach. This guide explains the various ways design can benefit your business, from product development to business strategy. It also outlines what is involved in the design process and how you can manage the process and measure its success. (Irianto, 2019).

3. Effect of Quality (X2) on Purchase Decision (Y)

Quality partially has a significant effect on purchasing decisions at the subsidized Perum Madiun, this is based on the results of the t test which shows the t count value is greater than t table, namely ($4.622 > 1.985$) at a significance level of 0.000. Subsidized Public Housing in Madiun makes the quality very feasible and complete to give confidence to buyers to choose the Subsidized Public Housing in Madiun. In addition to the many functions offered, the right price and the ease of payment services. The house offered is able to last a long time according to what was tested so that the buyer has an idea of the state of the durability of the goods. Buyers are given many choices for methods of payment according to their abilities.

These results are in accordance with Suwardani's research (2018). The influence of service quality on customer purchasing decisions that have an impact on increasing sales in printing shows that the service quality variable on customer purchasing decisions that have an impact on increasing sales is significant. Adjusted R square step 1 (0.944) shows that 94.4 percent of the variance of customer purchasing decisions is explained by the independent variables in the regression equation.

Using quality products to beat the competition is very important. Since they only focused on selling a few products, they needed something that could differentiate their product from the competition. Overall, quality always sells better than other factors, such as low prices. Customers always come back when the product is good, even if the price is high. Quality products create unwavering customer loyalty which results in increased leads. When customers find a product they trust, they come back, make repeat purchases, and recommend the product or service to others (Lubis, 2017).

4. Influence of Location (X1), Design (X2), Quality (X3) on Purchase Decision (Y)

Meanwhile, simultaneously or simultaneously, the variables of location, design and quality have a significant effect on purchasing decisions at the subsidized Perum Madiun, this is based on the results of the F test which shows the calculated F value is greater than the F table, which is equal to $(9.413 > 2, 70)$ at a significance level of 0.000. This is based on the calculated F value which is greater than the table F value. Meanwhile, the contribution of the variables of location, design and quality to the purchasing decision of the subsidized Perum Madiun was 22.7% while the remaining 77.3% was influenced by other variables that were not proposed in this study.

These results are in accordance with Desi Permatasari's research: The effect of price, product design, location, investment, and environment on consumer purchasing decisions to find location, price, quality affect purchasing decisions. Ananta prasetia: The Influence of Service Quality, Price and Location on Customer Purchase Decisions at Villa Cahaya Pacet Mojokerto found that location, price, quality had an effect on purchasing decisions. Adhyatma Firmansyah: The influence of location, price, facilities, and service quality on consumer purchasing decisions (a case study in Soto Seger mbokGiyem Sukoharjo branch) found that location, price, quality had an effect on purchasing decisions.

Consumers can make the decision to buy a housing estate or use the money for other purposes. In this case, the subsidized housing company Madiun focuses its attention on people who are interested in buying a house and the alternatives they are considering. Perum subsidies Madiun also provides a complete marketing channel because each consumer is different in terms of choosing a dealer, which can be due to factors such as close location, low prices, complete inventory of goods, convenience in buying, and the size of the place. Consumers of subsidized housing can make decisions about how much to spend on a house at a time. Purchases made may be more than one. In this case the company must prepare the number of houses according to different wishes. Consumers can make decisions about the payment method to be used in making decisions to use a house or service. Currently, purchasing decisions are influenced not only by environmental and family aspects, purchasing decisions are also influenced by the ease with which they are used in purchasing transactions.

7. CONCLUSION

Based on the results of the description and discussion above, the conclusions that can be drawn are:

- a. Location partially has a significant effect on purchasing decisions at the subsidized Perum Madiun, this is based on the results of the t-test which shows the t-count

value is greater than t-table, namely ($2.490 > 1.985$) and at a significance level of 0.015.

- b. The design partially has a significant effect on purchasing decisions at the subsidized Perum Madiun, it is based on the results of the t test which shows the t count value is greater than the t table, namely ($2.380 > 1.985$) at a significant level of 0.019.
- c. Quality partially has a significant effect on purchasing decisions at the subsidized Perum Madiun, this is based on the results of the t test which shows the t count value is greater than t table, namely ($4.622 > 1.985$) at a significance level of 0.000.
- d. Variables of location, design and quality simultaneously have a significant effect on purchasing decisions at the subsidized Perum Madiun, this is based on the results of the F test which shows the calculated F value is greater than the F table, namely ($9.413 > 2.70$) at a significance level of 0.000 .

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