



## Price and Location Analysis Of Housing Buying Decisions in The Buru Project Perumnas

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### Abstract

*The purpose of this study is a) Does the price affect the purchasing decision of the Buru Project Housing in the city of Namlea and b) Does the location affect the purchasing decision of the Buru National Housing Project in Namlea City. Data sources, namely primary data and secondary data. The data collection method, namely the interview method, is a way to obtain data by conducting direct interviews with respondents and leaders in order to obtain valid and reliable data. The results of the study show that the Price and Location Variables simultaneously have a positive and significant influence on the purchasing decision of the Housing Project Buru Housing, which means that the Price Variable is considered important when consumers are going to make a Purchase Decision. provided by Perumnas Buru Project because the price given is in accordance with the benefits provided.*

## 1. Introduction

Human needs and desires continue to grow and are not limited in line with the times. Humans are no longer able to fulfill their own needs and desires, so it is necessary to have an organization that can meet these human needs and desires. The process carried out by organizations to meet human needs and desires in order to gain profit is known as business (Firdaus, Mariam, and Sudrajat 2022). The business world continues to grow rapidly in line with developments in the globalization era (Sembiring and Sunargo 2022). This is marked by the increasingly high level of competition in the business world in marketing products

and services to consumers. Increasingly fierce competition in the business environment requires every business person to think smart in taking every action, including in terms of formulating the right strategy in order to be able to attract consumers with the products offered. so that they can survive in the midst of competition. People's choice of owning a house by buying it in cash or installments can be done through the property market. There are two types of markets in the residential property market, namely the primary market and the secondary market (Sembiring and Sunargo 2022).

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At this time the secondary market is assisted by the services of property brokers or agents such as ERA, Colliers, Jardiri, Ray White and so on (Febriano Clinton Polla 2018). The problem of housing and settlements in Indonesia is actually inseparable from the dynamics that develop in people's lives and existing government policies (Annahdy 2020). The demand for houses is influenced by factors including location, facilities and public facilities. In addition, it is also influenced by market prices, consumer tastes and laws and regulations.

Business competition requires companies to be able to behave and act quickly and precisely in facing competition in a business environment that is very dynamic and full of uncertainty (Robinson 2015). Therefore, every company is required to compete competitively in terms of creating and maintaining loyal buyers. Business competition requires companies to be able to behave and act quickly and precisely in facing competition in a business environment that is very dynamic and full of uncertainty (Firdaus, Mariam, and Sudrajat 2022). Therefore, every company is required to compete competitively in terms of creating and maintaining loyal buyers (Hidayat 2020).

According to Kotler and Keller, in (Suratmiyati, S., & Anggoro 2020) Purchasing decisions are influenced by marketing stimuli consisting of product, price, distribution and promotion. Perumnas is a State-Owned Enterprise (BUMN) in the form of a public company (Perum) where all of its shares are owned by the government. Perumnas was founded as a government solution in providing decent housing for the middle and lower class. Through the concept of large-scale development, Perumnas has succeeded in making a significant contribution in the

formation of new residential areas and cities spread throughout Indonesia, one of which is in the city of Namlea, Buru Regency.

In Buru District, Namlea District, there is housing in the village of Lala, which is 41.49 km from the center of Namlea City. The Buru Housing Project was established in 2012, currently in 2022 the Buru Housing Project has reached 369 housing units with type 36 and type 45 the difference between the two types is seen from the site plan or building area. Up to now, 175 housing units have been sold, where most of the consumers who occupy the Housing Project Buru mostly have civil servant jobs rather than being self-employed. Perumnas Buru Project has two types of houses, namely type 36 and type 45, so far 175 houses have been sold with type 36 = 173 units and type 45 = 2 units, for the price of type 36 Rp.148,500,000 and for the price type 45 Rp. 231,000,000, the difference between types 36 and 45 is the area of the building or the area of the lot. the target market for this housing is consumers with middle to upper income from young people and decision makers.

Perumnas Buru Project is working with two banks, namely BNI KCP Namlea Bank and Ambon BTN Bank, in an installment system through interviews with banks that have collaborated with Perumnas, the installment system depends on the bank wants to give for how long and how much down payment depending on the view of the job of the customer who wants to buy a house and the installment period can reach 5 years - 20 years. Meanwhile, the cash system can be through the National Housing Office. Apart from that, Perumnas also has the SIKASEP application which can be downloaded via playstory.

## **2. Methods**

The data collection method, namely the interview method, is a way to obtain data by conducting direct interviews with respondents and leaders in order to obtain valid and reliable data. Furthermore, using the Questionnaire is a list of written questions that have been prepared beforehand. The population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are applied by researchers to be studied and then drawn conclusions.

The population in this study is the owner of the Buru National Housing Project in Namlea City, while the sample is part or elements of the population, (Indriantoro and Supomo 2002). Brand equity and product quality on customer satisfaction occupying the Buru National Housing Project in Namlea City. According to Roscoe in (Robinson 2015) a sample size of more than 30 and less than 500 is appropriate for most studies. Purpose Sampling is one of the non-random sampling techniques where in determining the sampling by determining the special characteristics that are in accordance with the research objectives so that it is expected to be able to answer research problems. In this study the sampling technique used was purposive sampling where the sample was selected with the following criteria: (a) Respondents who occupy the Buru Project housing complex in Namlea City Respondents live in Namlea City and (b) Respondents who are in agencies or ordinary people.

Based on its nature, the data obtained can be grouped into two parts, namely: (1). Qualitative Data, is the type of data expressed in the form of words, sentences, and pictures. Qualitative data were obtained through various data collection

techniques such as interviews, questionnaires and observation. (2) Quantitative data, is a type of data that can be measured (measurable) or calculated directly as a number or number variable (Irawan 2021). Variables in statistics are attributes, characteristics, or measurements that describe a case or research object. For example, questionnaire data from a study or sales data for a figure every day.

For the purposes of analysis, the authors collect data and process the data obtained by giving the weight of each question based on a Likert scale. To present the hypothesis previously mentioned, the statistical tool used is the linear regression formula.

### 3. Findings and Discussions

#### 3.1 Findings

Respondents used in this study were those occupying the Buru National Housing Project in the city of Namlea who were met with consideration of the criteria in the city of Namlea as many as 30 people with characteristics that can be described as follows:

##### a. According to the Age

The characteristics of respondents based on age can be presented in the following table:

**Table 1.** Distribution of Number of Respondents by Age Group

No	Age (Year)	Respondent (Person)	Percentage (%)
1	25-30	10	33,4%
2	31-45	6	20%
3	41-60	4	13,3%
4	61-70	6	20%
5	71-75	4	13,3%
Total		30	100%

Based on the table above, it shows that most of the respondents who occupy Housing Housing Housing Project Buru are in the age range of 25-30 years, namely at the percentage level. 33.4%, and the rest are respondents who live in Housing Housing Project Buru aged 31-45 years, namely at a percentage rate of 20%. 3% and the rest are respondents who live in Housing Housing Project Buru housing aged 61-70, namely at the percentage rate of 20% and aged 71-75, the percentage rate is 13.3%.

##### b. According to the Gender

Data regarding respondents by gender can be seen in Table 2 below:

**Table 2.** Respondents Based on Gender

Gender	Number (People)	Percentage %
Male	15	50%
Female	15	50%
Total	30	100%

Source: Primary Data Processed, 2022

Based on the above data, respondents based on gender were 15 male and 15 female respondents.

## c. According to the Latest Education

Data regarding respondents based on recent education can be seen in Table 3 below:

**Table 3.** Respondent Based on Recent Education

Education	Number	Percentage %
SMA	10	3,33%
D3	4	1,33%
S1	12	4,00%
S2	4	1,33%
S3	-	-
Total	30	100%

Source: Primary data processed, 2022

From the results of distributing the questionnaires, it can be seen that there were 10 respondents based on high school education. Respondents who had last D3 education totaled 4 people. Respondents who had last S1 education totaled 12 people and Respondents who had last S2 education totaled 4 people.

**Table 4.** Based on Employment

Profession	Number	Percentage%
Civil Servant	25	78,2%
Entrepreneur	5	15,33%
Total	30	100%

Source: Primary data processed, 2022

From the distribution of the questionnaire, it can be seen that 25 respondents based on civil servant work and 5 self employed people.

**Research Variable Descriptive Analysis**

Descriptive analysis was used to describe the frequency distribution of the answers given by 30 respondents to the statements submitted in the research questionnaire. This analysis is used to describe the Price Variables and Location Variables on the Purchasing Decision of the Buru Project Perumnas in Namlea City. The description of the research variables aims to interpret the frequency distribution of respondents' answers from the data that has been collected. Field data obtained from respondents in this study after being tabulated, the results and distribution of answers for each variable will then be interpreted using item scores in the variables as presented in the following table.

**Table 5.** Basic Interpretation of Item Scores in Research Variables

No	Skor	Interpretation
1.	1,0 – 1,8	Very bad
2.	1,8 – 2,6	Bad
3.	2,6 – 3,4	Enough
4.	3,4 – 4,2	Good
5.	4,2 – 5,0	Very Good

Source: Sugiyono (2011)

### Price Variable Descriptive Analysis (X1)

The measurement of the price variable in this study is spread over 5 statement items which are formed in 5 definitions adopted from Kotler and Armstrong (2012: 52), including: (1) Price Affordability (2) Price Compliance, (3) Product Quality, (4) ) Price Competitiveness (5) Price Benefits.

**Tabel 6.** Price Response Frequency Distribution

No	Item Pernyataan	Respondent Answer										Average
		SS (5)		S(4)		N(3)		TS(2)		STS(1)		
		F	%	F	%	F	%	F	%	F	%	
1	X1.1	7	23	17	56	6	2	-	-	-	-	4.03
2	X1.2	7	23	17	56	6	2	-	-	-	-	4.03
3	X1.3	7	23	14	46	6	2	-	-	-	-	4.03
4	X1.4	4	13	22	73	4	13	-	-	-	-	3.63
4	X1.5	7	23	17	56	6	2	-	-	-	-	4.00
Variable Score Harga												4,03

Source: Primary data processed, 2022

Respondents' answers in the table above for the X1.1 Price Affordability indicator, namely 7 respondents answered strongly agree, 17 respondents agreed, and 6 respondents stated neutral, for the statement contained in the X1.1 indicator, namely Housing Prices for the Buru Housing Project can be reached by Consumers. The average value of the X1.1 indicator is 4.03

On the Price Conformity indicator X1.2, 7 respondents stated that they strongly agreed, 17 respondents stated that they agreed, 6 respondents stated Neutral, for the statement contained in indicator X1.2, namely the price offered by Housing Housing Project Buru is in accordance with product quality. The average value of the X1.2 indicator is 4.03. On the Product Quality indicator X1.3, 7 respondents stated that they strongly agreed, 14 respondents stated that they agreed, 9 respondents stated Neutral, for the statement contained in indicator X1.3, namely the Housing Prices of the Buru Housing Project in accordance with the benefits obtained. The average value of the X1.3 indicator is 3.63

In the X1.4 Price Competitiveness indicator, 13 respondents stated that they strongly agreed, 22 respondents stated that they agreed, 4 respondents stated Neutral, for the statement contained in the X1.4 indicator, namely Housing Prices for the Buru Housing Project can compete with other housing. The average value of the X1.4 indicator is 4.00 Then on the Price Benefit indicator X1.5, 7 respondents stated that they strongly agreed, 17 respondents stated that they agreed, 6 respondents stated that they were Neutral, for the statement contained in the X1.5 indicator, namely Perumnas Housing Prices The Buru project is in accordance with the facilities obtained. The average value of the X1.5 indicator is 4.03. Thus, the value of the Price variable is interpreted. The average value is 3.944.

### Location Variable Descriptive Analysis (X2)

The measurement of the location variable in this study is spread over 4 statement items formed in the adoption of Fandy Tjiptono (2015: 15), including, (1). Access. (2). Visibility (3). Environment (4) Criteria.

**Table 7.** Location Response Frequency Distribution

No	Item Statement	Respondents Answer										Average
		SS (5)		S(4)		N(3)		TS(2)		STS(1)		
		F	%	F	%	F	%	F	%	F	%	
1	X2.1	8	26	15	5	7	23	-	-	-	-	4.03
2	X2.2	7	23	17	56	6	2	-	-	-	-	4.03
3	X2.3	9	3	13	43	7	23	1	3	-	-	4.00
4	X2.4	7	23	18	6	5	16					40.6
Location Variable Value												13.165

Source: Processed Data, 2022

Based on the table above on the Access indicator from X2.1, 8 respondents stated that they strongly agreed, 15 respondents stated that they agreed, 7 respondents stated that they were neutral. For the statement contained in indicator X2.1, namely Housing Housing Project Buru is easy to reach by private vehicle or public transportation. The average value of the X2.1 indicator is 4.03. On the Visibility indicator X2.2, 7 respondents stated that they strongly agreed, 17 respondents stated that they agreed, 6 respondents stated that they were neutral, for the statements contained in indicator X2.2, namely Housing Housing Project Buru, it is easy to see and known to many people. The average value of indicator X2.2 is 4.03. On the X2.3 Environment indicator. 9 respondents stated that they strongly agreed, 13 respondents stated that they agreed, 7 respondents stated that they were neutral, and 1 respondent who disagreed, for the statement contained in indicator X2.3, namely Housing Housing Project Buru has an easy parking lot for consumers. The average value of the X2.3 indicator is 4.00. Then on Indicator Criteria X2.4. 7 respondents stated that they strongly agreed, 18 respondents stated that they agreed, 5 respondents stated that they were neutral, for the statement contained in indicator X.4, namely Housing Housing the Buru Project guarantees security for consumers. The average value of the X2.4 indicator is 4.06. Thus, the value of the Product Quality variable is interpreted as 13,165.

### Descriptive Analysis of Purchasing Decision Variables (Y)

Measurement of purchasing decision variables as follows:

**Table 8.** Frequency Distribution of Purchase Decision Answers

Table 3.1: Frequency Distribution of Purchase Decision Answers												
No		Respondent Answer										Average
		SS (5)		S(4)		N(3)		TS(2)		STS(1)		
		F	%	F	%	F	%	F	%	F	%	
1	Y.1	14	46	11	46	2	6.0	3	1	-	-	2.86
2	Y.2	9	3	16	53	5	16	-	-	-	-	4.13
3	Y.3	4	13	23	76	3	1	-	-	-	-	4.03
Purchase Decision Variable Value												3.67

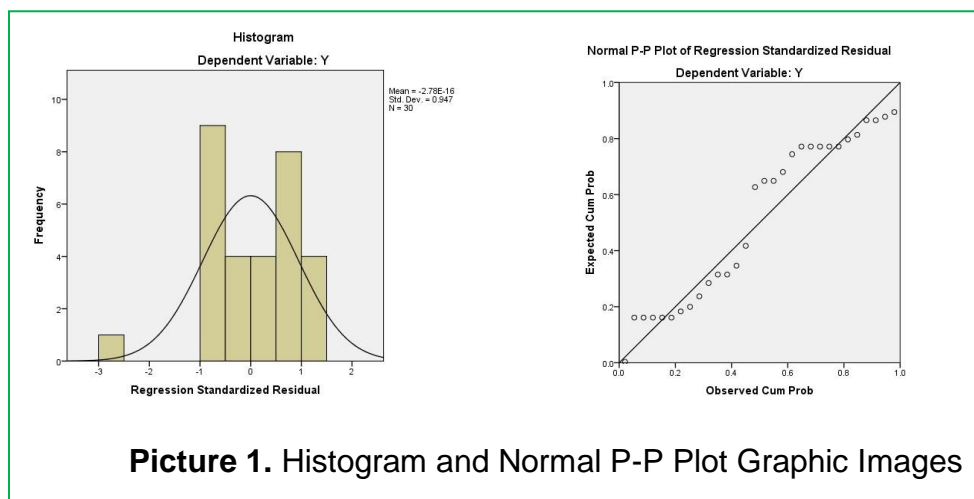
Source: Primary data processed, 2022

The Speed of Deciding to Buy Y.1 14 respondents stated that they strongly agreed, 11 respondents stated that they agreed, 2 respondents stated that they were neutral, and respondents stated that they did not agree with 3 respondents, for the statement contained in the y1 indicator, namely I decide to buy housing Housing Project Buru when it needs a place to live. So it can be concluded that most of the respondents stated that they strongly agreed that they decided they

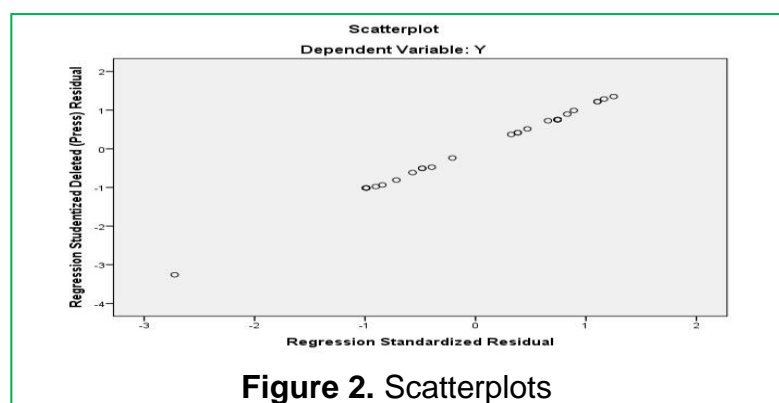
were satisfied with Housing Housing. The average Y.1 indicator value was 2.86. On the Confident to Buy Y.2 indicator, 9 respondents stated that they strongly agreed, 16 respondents stated that they agreed, 5 respondents stated that they were neutral, for the statement contained in the Y2 indicator, namely I am confident in buying Perumnas Housing Project Buru The average value of the Y.2 indicator is 4, 13. Then for the indicator Confident to Buy Y.3. 4 respondents stated that they strongly agreed, 23 respondents stated that they agreed, 3 respondents stated that they were neutral, for the statement contained in indicator y3, namely the Buru Housing Housing Project according to my needs. The average Y.3 indicator value is 4.01. Thus, the value of the variable customer satisfaction is interpreted as 3.67.

### 3.2 Discussions

Data normality test is an absolute assumption that must be fulfilled in regression analysis, especially when using parametric statistics. If the normality assumption is not met, the conclusion from the test results is not efficient. The normal test is carried out on the regression residual. The test is carried out using the P-P Plot graph. Normal data is data that forms points that spread not far from the diagonal line, as shown below:



The histogram graph on the left shows that the bell-shaped data distribution does not deviate to the left or right, while the P-P plots on the right of the regression obtained already show a normal graphic pattern, namely the distribution of points that are not far from the diagonal line. therefore the data is said to be normally distributed.



The results of the heteroscedasticity test show that there is no clear pattern from these points. This shows that the regression model has no signs of heteroscedasticity, which means that there is no significant interference in this regression model.

### **Price Against Purchasing Decisions**

Discussion of research results that I found that housing prices for the Buru Housing Project can be reached by consumers, so consumers there who buy housing there feel that prices are affordable and the housing payment system can also be paid in installments through banking via Bank BNI KCP Namlea and Bank BTN Ambon because confirmed by the Frequency Distribution statement the answer is the highest price, besides that the price offered in housing there is in accordance with the quality of the house, with the price for type 36 Rp.148,500,000 and type 45 Rp.231,000,000 with an installment of Rp.1,000. 000 per month, but according to the size of the house compared to making your own house, especially for those who are newly married.

### **Location Affects Purchasing Decisions**

Discussion of research results I found that the location is easy for consumers to reach by vehicle, so consumers there who buy housing there are easy to reach via private or public vehicles, the Perumnas Housing Project is far from the point of downtown Namlea so consumers who buy homes must have a vehicle , because it was confirmed by the frequency distribution of the location answers, namely the Housing Housing Project Buru Housing is easy to reach by private vehicles or public transportation.

### **Prices and Locations Affect Purchase Decisions**

Discussion of research results that I found that price and location have a positive influence on purchasing decisions, the tendency of consumers to buy Housing Housing Project Buru housing because of affordable prices, besides that it is also a strategic location that consumers can reach, Housing Housing Project Buru on average mostly occupy housing that is having civil servant jobs compared to being self-employed

## **4. Conclusion**

This study aims to determine the effect of price and location variables on purchasing decisions in Namlea City and to determine the greatest influence of the four variables. Respondents in this study amounted to 30 respondents, from the formulation of the research problem proposed, the data analysis that has been carried out and the discussion that has been put forward in the previous chapter, several conclusions can be drawn from this study as follows:

Price and Location Variables simultaneously have a positive and significant influence on purchasing decisions for the Buru Housing Housing Project, which means that the Price Variable is considered important when consumers are about to make a Purchase Decision. The Hurry Project because the price given is in accordance with the benefits provided. Based on the value of the f test, price and location have a positive and significant influence on the purchasing decision of the Buru Housing Housing Project in Namlea City.

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