

THE EFFECT OF PRODUCT QUALITY, PRICE, LOCATION AND PROMOTION ON PROPERTY (HOUSING) PURCHASE DECISIONS IN BANDAR LAMPUNG CITY IN THE ERA OF THE COVID-19 PANDEMIC

Riska Yulia Sari¹, Berlintina Permatasari², Almira Devita Putri³
Universitas Teknokrat Indonesia^{1,2,3}

yriska620@gmail.com

Abstract

The development of the property business is very rapid, which indicates that the future economic situation is getting better. This study aims to determine the magnitude of the influence of Product Quality, Price, Location, and Promotion on Property Purchase Decisions (housing) in Bandar Lampung City during the Covid-19 Pandemic Era. The population in this study were consumers who had purchased property (housing) in Bandar Lampung City during the Covid-19 Pandemic Era (2020-2021) and the sample used a non-probability sampling method, namely the purposive sampling method because the size of the population was unknown. for sure, for that the number of samples is determined based on the calculation of Hair, et al (2010), namely with 5 x the number of indicators, the resulting sample is 110 people. The results showed that the variables of product quality, location, and promotion partially had a positive and significant effect on purchasing decisions for property (housing) in Bandar Lampung City during the Covid-19 Pandemic Era, the price variable did not have a significant effect on purchasing decisions for property (housing). in Bandar Lampung City during the Covid-19 Pandemic Era. The results also show that product quality, price, location, and promotion simultaneously have a significant effect on purchasing decisions for property (housing) in Bandar Lampung City during the Covid-19 Pandemic Era. Meanwhile, based on the coefficient of determination (R²) of 0.678 or 67.8%. This shows that 67.8% of the purchasing decision variables can be influenced by product quality (X₁), price (X₂), location (X₃), and promotion (X₄). While the remaining 32.2% were found in other variables that were not or were not examined in this study.

Keywords: Purchase Decision, Product Quality, Price, Location, Promotion, property, housing.

INTRODUCTION

Over the time, with the demands of globalization, changes will occur. In this era, practicality is something that people want. This case is used as an entrepreneurial opportunity for the company, but in this case, it turns out that the development of the business world in all fields is marked by competition, and this competition can be in the form of product quality, price, location and promotions used by similar companies. One indicator of the country's macroeconomic revival is the growth of the property sector. Because this sector is the main need of the Indonesian people. The development of the property business is very rapid, which indicates that the future economic situation is getting better. Housing needs follow the rapid population growth, this encourages business people in the property industry to create alternative housing solutions that are affordable and feasible.

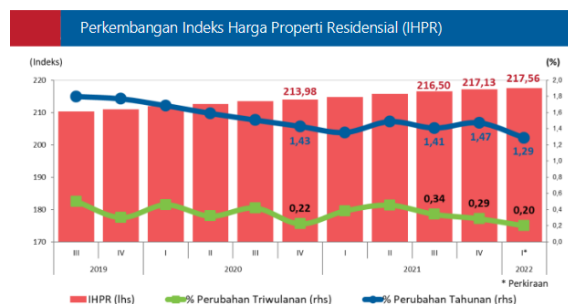


Figure 1.1 Residential Property Price Index Development

Source: www.bi.go.id

Based on **Figure 1.1**, it can be seen that based on a quarterly survey by Bank Indonesia, residential property prices are expected to grow limited in the first quarter of 2022. In the first quarter of 2022, the IHPR is estimated to grow by 0.20% (qtq), lower than 0.29% (qtq) in the fourth quarter of 2021. The limited growth forecast for house prices is mainly due to falling prices in the cities of Batam and Pontianak as well as price stagnation in Bandung, Bandar Lampung, Palembang and Jabodebek-Banten (www.bi.go.id).

Bandar Lampung City is one of the big cities located outside Java Island. Of course, Bandar Lampung City has many opportunities to invest. In the era of the COVID-19 pandemic, which is continuing, it turns out that the property market outside the capital has not weakened, one example is the City of Bandar Lampung which can compete with the capital in maximizing property sales. This shows that even in the era of the COVID-19 Pandemic, public interest in investing and buying property is still very high (Ray white.co.id). In Indonesia, there are many property agents and developers spread across various regions, for the Bandar Lampung City area there are several property agents and property developers, here are some property data in Bandar Lampung:

Table 1.1. List of Property Agent Names in Bandar Lampung

No	Property Agent Name	Number Of Property Units
1.	Gallery Property Lampung	22 Active Listing
2.	Independent Agen Property	40 Active Listing
3.	MOOI Property	27 Active Listing
4.	Griya Lampung Syariah	111 Active Listing
5.	Atap Teduh Property	72 Active Listing
6.	Ray White Lampung Morotai	207 Active Listing
7.	Bang Firman- Info Property Lampung	90 Active Listing
8.	Siger Property	187 Active Listing

Source: <https://www.rumah.com>

Table 1.2. List of Property Developer Names in Bandar Lampung

No	Property Developer Name	Address
1.	Anugrah Karya	Harapan II Street, Labuhan Ratu, Bandar Lampung, Sepang City , Labuhan Ratu, Bandar Lampung City
2.	PT Buana Bara Sejahtera	Jalur Dua Perum Bkp Sbj Street No.53 Kemiling Raya Street, Kemiling, Bandar Lampung, Lampung
3.	PT Bukit Berkat Propertindo	Basuki Rahmat Street No.16 Sumur Putri Teluk Betung Selatan, Bandar Lampung, Lampung
4.	PT Putri Tunggal Perdana	Cut Nyak Dien No. Street 101, Palapa, Tanjungkarang Pusat, Bandar Lampung City, Lampung
5.	PT Ari Wibowo Konstruksi	Karunia Indah Street M.10 B Sukabumi Indah, Sukabumi, Bandar Lampung City, Lampung

6.	PT Bahtera Emas Asia	Urip Sumoharjo Street No 88a Way Halim, Bandar Lampung City, Lampung
7.	PT Bangun Pertapaan Sejahtera	Kampung Laban Street No 39 -40 Campang Raya Sukabumi, Bandar Lampung City
8.	PT Brilian Karta Tama	Trans Sumatera Street, Rajabasa, Bandar Lampung City, Lampung
9.	PT Dimitra Adi Wijaya	Padat Karya Street Perum Cahaya Alam Permai, Rajabasa, Bandar Lampung City.
10.	PT Dua Dua Fiqih	Padjajaran Street No 115, Sukamenanti Baru, Kedaton, Bandar Lampung City, Lampung
11.	PT Bangun Waykanan Sejahtera	P. Diponegoro Street, Telukbetung Utara, Bandar Lampung City, Lampung
12.	CitraLand Bandar Lampung - Perumahan Eksklusif	Raden Imba Kusuma Street No.789, Sumur Putri, Bandar Lampung City, Lampung 35221
13.	CitraGarden Lampung	Citra Garden City , Negeri Olok Gading, Bandar Lampung City, Lampung 35233
14.	PT Royalindo Cipta Griya	Jend. Sudirman City, Pahoman, Bandar Lampung City, Lampung 35128
15.	Global Property Lampung	Sultan Agung Street No.43, Sepang Jaya, Kedaton, Bandar Lampung City, Lampung 35132

Source:<https://pasarproperti.com>

Based on **Table 1.1** above, it can be seen that there are several property agents in Bandar Lampung with the number of units sold and table 1.2 there are several property developers and their housing locations, so this creates a level of competition in the property business. Companies must compete to determine the best strategy in marketing their products in order to win the hearts of consumers. The decision-making process to buy a product in the form of consumer goods or services will be influenced by several factors, in this study the factors that can be the cause of increased sales can be seen from internal factors that are part of the marketing mix, namely product quality, price, location, and promotion. done (Rakhmanita & Vidada, 2017).

The quality of the product is following what is desired by consumers, it will make consumers interested in making a purchase. Product quality can also be seen as the ability of a product to satisfy consumer needs, these consumer needs include product durability, product reliability, ease of use, and other valuable qualities that are free from defects and damage (Riadi, 2020). According to Lupiyoadi (2014), the pricing strategy is very influential on an image, giving value to consumers, and consumer decisions in making purchases. Promotion is also an important factor in property buying and selling activities. According to Saladin (2010) promotion is one of the variables in the marketing mix that is very important to be implemented by companies in marketing products. In marketing property, especially housing, of course, the main basis for a developer is the selection of the location for their project development. A strategic location will certainly affect consumers in making purchases.

Based on the research conducted by researchers in the field, the quality of the product is often not following the promotions carried out by property companies in Bandar Lampung. Promotions with brochures published with attractive and minimalist housing models to make them look beautiful with the promised facilities both inside and around the location are not directly proportional to what is happening at the location. This causes disappointment because consumers cannot enjoy the appearance and superior features of attractive residential models as promised by the company. Furthermore, there is a gap regarding the prices offered by several property entrepreneurs in Bandar Lampung, it is hoped that with a high price, the quality of the product is also expected to be good but in reality, the price offered is still quite expensive and does not match the quality of the product and the location offered.

Another phenomenon that makes researchers interested in conducting this research is also based on previous studies, where there are previous studies that support and do not support the variables used in the study. Like the research that has been done by Sugianto and Ginting (2020) that partially price, product quality, location, facilities and promotions affect home buying decisions and research conducted by Effendi (2021) that the independent variable product partially

has a significant influence. affect the dependent variable on purchasing decisions. However, the independent variables of price and promotion partially have no significant effect on the dependent variable of purchasing decisions. Based on this phenomenon, the researchers are interested in further researching the interest between product quality, price, location, and promotion on consumer purchasing decisions in choosing property (housing) in Bandar Lampung City during the Covid-19 pandemic era.

LITERATURE REVIEW

Marketing

According to Sunyoto (2012) marketing is a human activity aimed at meeting the needs and desires of consumers through the interaction process of the people involved in the company.

Marketing Management

According to Kotler and Keller (2012), marketing management is an analysis and monitoring of programs aimed at conducting exchanges with the market with the aim of achieving an organizational goal.

Product Quality (X₁)

Kotler and Keller (2016) state that product quality is the ability of an item to provide appropriate results or performance and even exceed what consumers want. Therefore, if consumers are satisfied with the benefits of a product of high-quality goods and services, this will make them remain loyal to the product, and this will also affect the level of sales which will continue to increase. The indicators of product quality according to Tjiptono (in Kesuma & Siemin, 2022) include performance, durability, conformity with specifications, features, reliability, aesthetics, quality impression, and service.

Price (X₂)

According to Kotler and Keller, (2012) which states that price is the amount of money needed or exchanged for consumers to get an item that has benefits in its use. The indicators of the price according to Kotler and Armstrong (in Faizal & Rahmawati, 2020) include price affordability, price conformity with product quality, and price competitiveness.

Location (X₃)

According to Tjiptono (2015) location depends on various marketing activities that seek to expedite and facilitate the delivery or distribution of goods and services from producers to consumers. The indicators of location according to Tjiptono (in Suparno & Suwitho, 2019) include easy-to-reach locations, availability of large and safe parking lots, supportive surrounding environment.

Promotion (X₄)

According to Kotler and Keller (2016) Promotion refers to the activity of communicating the benefits of the product and persuading customers to buy the product. The indicators of promotion include advertising, personal selling, sales promotion, and publicity.

Purchase Decision (Y)

A purchase decision is an action or consumer behavior that is seen from whether or not to make a purchase or transaction, one of the determinants of achieving or not achieving company goals can be seen from the number of consumers making purchasing decisions (Kotler and Armstrong, 2004).). The indicators of purchasing decisions according to Kotler and Keller (in Faizal & Rahmawati, 2020) include stability in a product, habits in buying a product, providing recommendations to others, and making repeat purchases.

HYPOTHESIS DEVELOPMENT

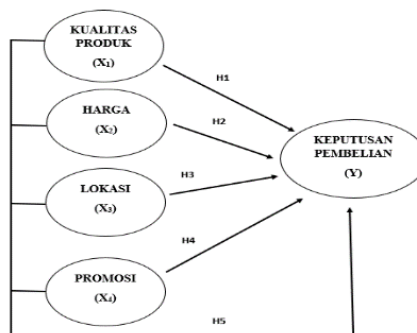


Figure 2.1 Research Model

The decision to purchase property (housing) in the city of Bandar Lampung in the era of the COVID-19 pandemic was influenced by many factors, but in this study there were only 4 (four) main factors, namely product quality, price, location and promotion. dimensions so that the factor or variable can be measured. The hypotheses in this study are as follows:

H₁: Product quality has a positive and significant effect on purchasing decisions for property (housing) in the city of Bandar Lampung during the Covid-19 Pandemic Era.

H₂: Prices have a positive and significant effect on purchasing decisions for property (housing) in the city of Bandar Lampung during the Covid-19 Pandemic Era.

H₃: Location has a positive and significant effect on purchasing decisions for property (housing) in the city of Bandar Lampung during the Covid-19 Pandemic Era.

H₄: Promotion has a positive and significant effect on purchasing decisions for property (housing) in the city of Bandar Lampung during the Covid-19 Pandemic Era.

H₅: Product quality, price, location, and promotion together have a significant effect on the decision to purchase a property (housing) in Bandar Lampung City during the Covid-19 Pandemic Era.

RESEARCH METHOD

Population and Sample

The population in this study were consumers who had purchased property (housing) in Bandar Lampung City during the Covid-19 Pandemic Era, namely (2020-2021).

The sampling technique used in this research is non-probability sampling, namely purposive sampling technique. This is because the size of the population is not known with certainty, so it takes a method of determining the number of samples cumulatively (Sugiyono, 2018). The number of the population is not known with certainty, therefore the number of samples will be determined based on the calculation of Hair, et al (2010) which suggests that the minimum sample size is 5-10 times the number of variable indicators. The authors set the number of samples with the provisions of 5 x 22 indicators, namely 110 so that a sample of 110 respondents is obtained.

Data collection technique

According to Sugiyono (2018), based on data sources, the use of data collection is divided into two sources, namely:

1. Primary source is a data source that is directly obtained by the data collector without any intermediaries.
2. Secondary sources are sources of data obtained indirectly, that is, data that has been collected by other parties not by the author himself such as literature in the form of previous research journals.

Analysis Method

The research method used in this study is a quantitative method. Quantitative research methods are one type of research whose specifications are systematic, well planned and clearly structured from design to formulation (Sugiyono, 2018). Data processing was carried out using the SPSS version 26 program.

Operational Variables

In this study, there are 2 variables consisting of independent variables, namely Product Quality, Price, Location, and Promotion, and the dependent variable is Property Purchase Decision.

1. Dependent variable:

The decision to purchase a property (housing) in the city of Bandar Lampung during the Covid-19 Pandemic Era.

2. Independent variables:

- a. Product Quality (X_1)
- b. Price (X_2)
- c. Location (X_3)
- d. Promotion (X_4)

Research Instruments

The data collection method used is by providing a set of written statements to the respondents to be answered in order to obtain accurate data. The measurement scale used in this study is a Likert scale.

RESULTS AND DISCUSSION

Description Of Respondent Data

Based on the results of data collection through questionnaires on google forms and also offline data distribution, the characteristics of respondents in this study were obtained based on Age, Gender, Occupational Profession and Monthly Income. The following is the data on the characteristics of the respondents in this study:

Table 4.1 Characteristics Of Respondents By Age

No	Age	Frequency(People)	Percentage (%)
1	> 20 Years	10	10
2	20-30 Years	45	41
3	31-40 Years	37	33
4	41-45 Years	18	16
5	>45 Years	0	0
Total		110	100

Source: Data Processed by Researchers, 2022

Based on table 4.1 above, it can be concluded that consumers who have purchased property (housing) in Bandar Lampung City during the Covid-19 pandemic era who became the most dominant respondents were aged 20-30 years.

Table 4.2 Characteristics Of Respondents By Gender

No	Gender	Frequency(Orang)	Percentage (%)
1	Male	53	48
2	Female	57	52
Total		110	100

Source: Data Processed by Researchers, 2022

Based on **Table 4.2** above, it can be concluded that consumers who have purchased property (housing) in the city of Bandar Lampung during the Covid-19 pandemic era were the most dominant gender.

Table 4.3 Characteristics Of Respondents Based On Occupation

No	Occupation	Number of Respondents (People)	Percentage (%)
1	Karyawan Swasta	39	35
2	PNS	16	15
3	Pengusaha	33	30
4	Lainya	22	20
Total		110	100

Source: Data Processed by Researchers, 2022

Based on **Table 4.3** above, it can be concluded that the profession of consumers who have purchased property (housing) in the city of Bandar Lampung during the Covid-19 pandemic era were the most dominant private employees.

Table 4.4 Characteristics Of Respondents Based On Monthly Income

No	Monthly Income	Frequency (People)	Percentage (%)
1	< Rp.3000.000	11	10
2	Rp.3000.001-Rp.5.000.000	37	34
3	Rp.5.000.001-Rp.7.000.000	33	30
4	Rp.7.000.000- Rp.9.000.000	12	11
5	>Rp.9.000.000	17	15
Total		110	100

Source: Data Processed by Researchers, 2022

Based on table 4.4 above, it can be concluded that the income of consumers who have purchased property (housing) in the city of Bandar Lampung in the era of the Covid-19 pandemic is the most dominant consumers with an income of Rp. 3,000,001 - Rp. 5,000,000 per month.

Instrument Requirements Test

Validity Test

In this study, a validity test was conducted with the aim of measuring the validity or not of a questionnaire used in a study. A questionnaire is said to be valid if the correlation value for the variable is compared with rtable at n = 110 with the formula $df = n-2$ with a significance level of 0,05, so that the rtable at 108 is 0,1874. The results of the validity test can be seen in the table below:

Table 4.5 Validity Test Result of

Variables	Dimension	Item	r count	r table	Description
Product Quality (X₁)	Performance	X1.1	0,601	0,1874	Valid
	Resilience	X1.2	0,559	0,1874	Valid
	Conformity with specifications	X1.3	0,538	0,1874	Valid
	Features	X1.4	0,618	0,1874	Valid
	Reability	X1.5	0,648	0,1874	Valid
	Aesthetics	X1.6	0,687	0,1874	Valid
	Quality Impression	X1.7	0,639	0,1874	Valid
	Services	X1.8	0,669	0,1874	Valid
Price (X₂)	Price Affordability	X2.1	0,527	0,1874	Valid
		X2.3	0,419	0,1874	Valid
		X2.3	0,611	0,1874	Valid
	Price Compatibility with product quality	X2.4	0,614	0,1874	Valid
	Price Competitiveness	X2.5	0,624	0,1874	Valid
		X2.6	0,649	0,1874	Valid
Location (X₃)	Location is easy to reach	X3.1	0,593	0,1874	Valid
		X3.2	0,648	0,1874	Valid
		X3.3	0,683	0,1874	Valid
	Of a large and safe parking area	X3.4	0,658	0,1874	Valid
	The surrounding environment that supports	X3.5	0,713	0,1874	Valid
		X3.6	0,641	0,1874	Valid
Promotion (X₄)	Advertising	X4.1	0,587	0,1874	Valid
		X4.2	0,637	0,1874	Valid
	Personal Sales	X4.3	0,612	0,1874	Valid
		X4.4	0,61	0,1874	Valid
		X4.5	0,702	0,1874	Valid
	Sales Promotion	X4.6	0,610	0,1874	Valid
		X4.7	0,623	0,1874	Valid
		X4.8	0,726	0,1874	Valid
	Publicity	X4.9	0,717	0,1874	Valid
Purchase Decision (Y)	Stability on a product	Y1	0,729	0,1874	Valid
	The habit of buying a product	Y2	0,742	0,1874	Valid

	Provide recommendations to others	Y3	0,712	0,1874	Valid
	Repeat Purchase	Y4	0,626	0,1874	Valid

Source: Data Processed by Researchers, 2022

Based on table 4.5, it can be seen that the test of the validity of the research instrument/questionnaire on each statement $r_{count} > r_{table}$ 0,1874 so that the statement on the entire variable (X) and variable (Y) is declared valid as research measuring instrument.

Reliability Test

Test The reliability test was carried out by comparing the Cronbach Alpha values. All variables have Cronbach Alpha values greater than 0,60 and have been declared reliable to be used as research tools. Below are the results of reliability tests carried out by researchers using SPSS software:

Table 4.6 Reliability Test Result

Variable	Value Cronbach Alpha	Description
Product Quality	0,770	Reliable
Price	0,657	Reliable
Location	0,732	Reliable
Promotion	0,827	Reliable
Purchase Decision	0,646	Reliable

Source: Data Processed by Researchers, 2022

Based on **Table 4.6**, it can be seen that all values of each variable have a Cronbach Alpha value > 0.60 . Based on these results, it can be concluded that the questionnaire on each variable (X_1, X_2, X_3 and X_4) and variable (Y) is declared reliable as a research measuring instrument.

Data Analysis Technique

Multiple Linear Regression Analysis

Based on the results of multiple linear regression analysis related to the research questionnaire, the following are the results of tests carried out by researchers using SPSS 26 software, so that the regression equation is obtained as follows:

Table 4.7 Multiple Linear Regression Test Analysis

Coefficients ^a				
	Model	Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	-1,192	1,271	
	Product Quality	0,123	0,058	0,197
	Price	0,014	0,068	0,019
	Location	0,279	0,061	0,390
	Promotion	0,161	0,053	0,308

Source: SPSS Primary Data Processing Results, 2022

Based on Table 4.7 above, the results of multiple linear regression analysis obtained the following equation:

$$Y = -1.192 + 0.123 X_1 + 0.014 X_2 + 0.279 X_3 + 0.161 X_4 \dots 1$$

Based on the regression equation model, it can be interpreted as follows:

The equation shows that purchasing decisions are influenced by product quality, price, location, and promotion. The constant value is -1,192 which means negative or if there is no product quality, price, location, and promotion, the consumer purchasing decision score has decreased by -1,192. The product quality coefficient value of 0,123 states that if every 1 unit increase in the product quality variable, it will increase the purchasing decision variable by 0,123. The price coefficient value of 0,014 states that for every 1 unit increase in the price variable, it will increase the purchasing decision variable by 0,014. The location coefficient value of 0,279 states that for every 1 unit increase in the location variable, it will increase the purchasing decision variable by 0,279. The value of the promotion coefficient is 0,161 which states that for every 1 unit increase in the promotion variable, it will increase the purchasing decision variable by 0,161.

Hypothesis Test

Testing Simultaneous Test (F Test)

The results of the F test can be seen in the following table:

Tabel 4.8 Result of F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	502,150	4	125,537	55,282	0,000 ^b
	Residual	238,441	105	2,271		
	Total	740,591	109			

a. Dependent Variable: Purchase Decision (Y)
 b. Predictors: (Constant), Promotion (X₄), Location (X₃), Product Quality (X₁), Price (X₂)

Source: SPSS Primary Data Processing Results, 2022

Based on **table 4.8** above, it can be concluded that the value of calculated F is 55,282 and the sig value is 0,000b. In this study using a significant level of 0,05, the results obtained a significance value of 0,000 < 0,05 so that H₀ is rejected and H_a is accepted. In the results of the F test, it can be concluded that the fifth hypothesis (H₅) is accepted, namely the product quality, price, location, and promotion variables together have a significant influence on the decision to purchase a property (housing) in Bandar Lampung City during the Covid-19 Pandemic Era.

Partial Test (t-test)

The results of the t-test can be seen in the next following table:

Table 4.9 Result of t test

Coefficients			
Model	t	Sig.	Description
(Constant)	-0,938	0,351	
Product Quality	2,110	0,037	Positive and Significant
Price	0,203	0,840	Positive and Not Significant
Location	4,556	0,000	Positive and Significant
Promotion	3,061	0,003	Positive and Significant

Source: SPSS Primary Data Processing Results, 2022

Based on testing the results of the hypothesis in table 4.9, the following results can be obtained:

1. Test the product quality hypothesis (X₁) on purchasing decisions (Y) based on the calculation results obtained t_{count} 2,110 > t_{table} 1,65950 with a significant level of 0,05, which is 0,037 < 0,05. This means that the product quality variable partially has a positive and significant effect on purchasing decisions for property (housing) in Bandar Lampung City during the Covid-19 Pandemic Era.
2. Price hypothesis test (X₂) on Purchase Decision (Y) based on the calculation results obtained t_{count} 0,203 < t_{table} 1,65950 with a significant level of 0,05, which is 0,840 > 0,05. This means that the price variable partially has a positive and insignificant effect on the decision to purchase a property (housing) in Bandar Lampung City during the Covid-19 Pandemic Era.
3. Location hypothesis test (X₃) on purchasing decisions (Y) based on the calculation results obtained t_{count} 4,556 > t_{table} 1,65950 with a significant level of 0,05, namely 0,000 < 0,05. This means that the location variable partially has a

positive and significant effect on purchasing decisions for property (housing) in Bandar Lampung City during the Covid-19 Pandemic Era.

4. Promotional hypothesis test (X_4) on purchasing decisions (Y) based on the calculation results obtained $t_{count} 3,061 > t_{table} 1,65950$ with a significant level of 0,05, namely $0,003 < 0,05$. This means that the promotion variable partially has a positive and significant effect on purchasing decisions for property (housing) in Bandar Lampung City during the Covid-19 Pandemic Era.

Coefficient of Determination Analysis

Based on the results of the coefficient of determination related to the research questionnaire, it can be seen in the table below:

Tabel 4.10 Result of the Coefficient of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,823 ^a	0,678	0,666	1,50694
a. Predictors: (Constant), X_4 , X_3 , X_1 , X_2 b. Dependent Variabel Y				

Source: SPSS Primary Data Processing Results, 2022

Based on table 4.10 above, the results of the coefficient of determination show the Adjusted R Square number with a value of 0,666. This shows that 66,6% of the influence can be explained by the independent variables (product quality, price, location, and promotion) on the dependent variable (purchase decisions), while the remaining 33,4% is explained by other variables not tested in this study.

CONCLUSION

Based on the results of data analysis and discussion that has been carried out on the effect of product quality, price, location, and promotion on property (housing) purchasing decisions in the city of Bandar Lampung during the Covid-19 pandemic era, it can be concluded that:

1. Product quality partially has a positive and significant effect on purchasing decisions for property (housing) in the city of Bandar Lampung during the Covid-19 pandemic era. This means that the 1st hypothesis is accepted.
2. Prices partially have a positive and insignificant effect on purchasing decisions for property (housing) in the city of Bandar Lampung during the Covid-19 pandemic era. This means that the 2nd hypothesis is rejected.
3. Location partially has a positive and significant effect on purchasing decisions for property (housing) in the city of Bandar Lampung during the Covid-19 pandemic era. This means that the 3rd hypothesis is accepted.
4. Promotion partially has a positive and significant effect on purchasing decisions for property (housing) in Bandar Lampung City during the Covid-19 pandemic era. This means that the 4th hypothesis is accepted.
5. Product quality, price, location, and promotion together significantly influence the decision to purchase a property (housing) in Bandar Lampung City during the Covid-19 pandemic era. This means that the 5th hypothesis is accepted.

Research Limitations

The research also has limitations, namely:

1. The object of research used is property (housing) that was sold in Bandar Lampung City during the Covid-19 pandemic era. The results obtained in this study cannot be generalized to all cities because each problem in each city is different.
2. This study only took a sample of 110 respondents due to time, energy and cost limitations so that further research can increase the number of respondents so that they can better represent the actual situation.
3. The variables studied in this study are still limited. Suggestions for further researchers who want to research related to the same problem only include other variables not product quality, price, location and promotion factors that can influence consumers in purchasing property (housing), but it is felt that there are many other factors, so research needs to be done further by adding other variables in future research in order to produce a broader picture related to the problems in this study.
4. The researcher did not give open questions to the respondents in the questionnaire. Therefore, further researchers are expected to include open-ended questions so that respondents can provide criticism and suggestions regarding the object of research.

REFERENCES

- Effendi, B. (2021). Analisa Harga, Produk, Promosi terhadap Keputusan Konsumen pada Pembelian Properti di Kantor Brighton Citraland Surabaya. *UBHARA Management Journal*.
- Faizal, D., & Rahmawati, N. I. (2020). Pengaruh Marketing Mix Terhadap Keputusan Pembelian Furnitur Pada PT. Catur Sentosa Berhasil. *Jurnal Ecodemica*.
- Farhat, L., & Marnas, M. (2022). Analisis Pengaruh Daya Tarik Promosi, Persepsi Harga dan Brand Image Terhadap Keputusan Pembelian Properti (Studi Kasus pada Perumahan Citra Raya City Jambi). *Ekonomis: Journal of Economics and Business*, 6(1), 364. <https://doi.org/10.33087/ekonomis.v6i1.524>
- Gautama, R. W. (2022). *Sektor Properti Lampung Mulai Bangkit Seiring Melandainya Kasus COVID-19*. Lampung.Suara.Com. <https://lampung.suara.com/read/2022/06/05/113319/sektor-properti-lampung-mulai-bangkit-seiring-melandainya-kasus-covid-19>. [22 September 2022]
- Ghozali, I. (2018). Aplikasi Analisis *Multivariate* Dengan Program SPSS. Universitas Diponegoro.
- Gischa. (2020). *Harga: Konsep, Tujuan, dan Metode Penetapannya*. Www.Kompas.Com. <https://www.kompas.com/skola/read/2020/01/24/160000069/harga-konsep-tujuan-dan-metode-penetapannya?page=all>. [09 September 2022].
- Isworo, T. (2021). *Bisnis Properti Lampung Terus Tumbuh di Tengah Pandemi*. M.Lampost.Co. <https://m.lampost.co/berita-bisnis-properti-lampung-terus-tumbuh-di-tengah-pandemi.html>. [22 September 2011].
- Kesuma, J., & Siemin, E. (2022). Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Ud . Kita Maju (Komplek Perumahan Surya Mas). SENASHTEK (Seminar Nasional Sosial Humaniora & Tekhnologi).
- Kotler, P., & Armstrong, G. (2004). Prinsip-Prinsip Pemasaran (Edisi 13). Jakarta: Erlangga.
- Kotler, P., & Armstrong, G. (2012). *Principles Of Marketing 14th Edition*. United States Of America: Pearson Education.
- Kotler, P., & Armstrong, G. (2018). Prinsip-prinsip Marketing (Edisi 7). Jakarta: Salemba Empat.
- Kotler, P., & Keller, K. L. (2010). Manajemen Pemasaran (Edisi 13). Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2012). Manajemen Pemasaran (Edisi 12). Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management 15th Edition*. New Jersey: Pearson Prentice Hall.
- Lestari, R., & Nurwulandari, A. (2022). Pengaruh Kualitas Produk , Promosi Penjualan , Persepsi Harga Terhadap Kepercayaan Dan Dampaknya Pada Keputusan Pembelian Di Qonita Property Depok. *Jurnal Ilmiah Akuntansi & Keuangan*. ISSN: 2622-2191.
- Prasastono, N., Rahmawati, E., & Pradapa, Y. F. S. (2017). Effect of Price, Quality Products and Brand Image Purchase Decisions Getuk Pisang Sari Madu Kediri. *Prosiding Seminar Nasional Multi Disiplin & Call for Papers Unisbank Ke-3 (Sendi_U3)*, <https://media.neliti.com/media/publications/173290-ID-effect-of-price-quality-products-and-bra.pdf>
- Rachmawati, D., Shukri, S., Ferdous Azam, S. M., & Khatibi, A. (2019). *Factors influencing customers' purchase decision of residential property in selangor, malaysia*. *Management Science Letters*, ISSN : 1923-9343. <https://doi.org/10.5267/j.msl.2019.5.016>
- Riadi, M. (2020). *Kualitas Produk (Pengertian, Manfaat, Dimensi, Perspektif dan Tingkatan)*. Www.Kajianpustaka.Com. <https://www.kajianpustaka.com/2020/02/kualitas-produk-pengertian-manfaat-dimensi-perspektif-dan-tingkatan.html>. [19 September 2022].
- Setyaningsih. (2021). *Pasar Properti Residensial Di Tengah Pandemi Covid-19*. Www.Djkn.Kemenkeu.Go.Id. <https://www.djkn.kemenkeu.go.id/kpknl-tarakan/baca-artikel/14441/Pasar-Properti-Residensial-Di-Tengah-Pandemi-Covid-19.html>. [06 September 2022]
- <https://www.bi.go.id/id/publikasi/laporan/default.aspx?kategori=survei+harga+properti+residensial+di+pasar+primer&periode=diakses+pada+tanggal+28+September+2022>
- <https://pasarproperti.com/>. diakses pada tanggal 28 September 2022
- Trend Penjualan Properti Di Bandar Lampung Meningkat di 2022. (2022). Diakses pada tanggal 29 September 2022, dari <https://www.raywhite.co.id/news/trend-penjualan-properti-di-bandar-lampung-meningkat-di-2021>
- Rakhmanita, A., & Vidada, I. A. (2017). Faktor-faktor yang Mempengaruhi Keputusan Pembelian Properti di Kota Tangerang. *Seminar Nasional Multi Disiplin Ilmu*, ISSN: 2598-5191
- Sugiyono. (2018). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: CV Alfabeta.
- Setyawati, R., Suhartono, S., & Asmoro, P. N. (2022). Analisis Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Konsumen Dalam Memilih Real Property Melalui Digital Marketing Sebagai Variabel Intervening Di Yogyakarta. *Jurnal Riset Manajemen Sekolah Tinggi Ilmu Ekonomi Widya Wiwaha Program Magister Manajemen*, ISSN: 2355-9381. <https://doi.org/10.32477/jrm.v9i1.402>
- Sugianto, R., & Ginting, S. O. (2020). Analisis Pengaruh Harga, Kualitas Produk, Lokasi, Fasilitas dan Promosi terhadap Keputusan Pembelian Rumah pada Perumahan Medan Resort City. *Jurnal Wira Ekonomi Mikroskil: JWEM*, 10(April), ISSN:2622-6421