



Article info : **Received:** Juni 2022 ; **Revised :** July 2022 ; **Accepted:** August 2022

The Influence of Price and Product Quality on Housing Purchase Decisions at PT Green Dramaga Bogor City

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Abstract. This study intends to determine whether prices and product quality has significant effect on purchasing decision at PT Green Dramaga Bogor City. This research employed a quantitative approach. Specifically, the approach, data collection, and statistical analysis. A total of 69 samples were given to a population of 218 customers who determined the sample using the Slovin formula. Observation, survey, and bibliographic techniques were utilized to collect data. Reliability tests, validity tests, normality tests, multicollinearity tests, autocorrelation tests, dispersion heterogeneity tests, and multiple linear regression tests were employed in this study, determination test and significant test (t test and f test). The results demonstrated that price has a partly positive influence on purchasing decisions, with a t-count value of 2.509 > 1.997. The t test with a t value of 5.978 > 1.997. Product quality has a partial effect on purchasing decision. Price and quality product have positive effect on purchase decisions with F count 77.764 and F table 3.136. This means that product quality and the price simultaneously have a significant influence on purchasing decisions.

Keywords: Price; Product Quality; Purchasing Decision

A. INTRODUCTION

Today the challenge of producers in offering a business product is not seen from its use alone, but requires an innovation in the presentation of the product that will be offered, for example, such as packaging the product as attractively as possible because this can attract the attention of consumers, create a form of marketing. as unique as possible so that it can make consumers feel curious, provide a sense of comfort when dealing with consumers, take into account the manufacture of products so that prices can be affordable by consumers, and maybe much more that can be presented to consumers what other competitors have not provided.

A product at an affordable price can increase purchasing power significantly, because a product has its own charm. Although some people think that there is a price there is quality, but when the functionality is the same and the price is affordable and the quality is decent, it can attract more fans. Because consumers today can choose more, because many products are offered. Therefore, the important role of a producer is to be able to provide an option to attract consumer interest in making purchase transactions on the products to be offered.

Price is the most adaptable revenue-generating factor in the marketing mix, and according to the research of Kotler and Keller, price conveys to the market the desired value position of the company with respect to products and brands. Allows you to set a service price. As Azwar investigated, you can guarantee that your total revenue is greater than or equal to your total cost of income.

In this survey, F. Tjiptono and G. Chandra mainly support a demand-driven marketing strategy when companies believe that lower prices will increase or increase the number of users and usage or repurchase rates for certain forms. You can create product categories.

Furthermore, Trisnantoro stated the purpose of pricing, Determining the ideal price can be done by analyzing the pricing itself which aims to:

1. Increase cost recovery (cost recovery rate)
2. Improved access to services
3. Improved service quality
4. Pricing for other purposes

Adjustment of the basic price of a product is determined by analysis and competition, consumer classification and the existence of changing conditions or circumstances. 7 (seven) Adjustment strategies for adjusting a price:

1. Provide discounts / promotions at the beginning of payment
2. Identifying consumers and types of products.
3. Adjusting to the cultural and psychological culture
4. Provide temporary price adjustments in order to increase consumer interest in purchasing products.
5. Combining in providing quality products and services.
6. Adjusting in determining National and International prices
7. Adjusting to geographic segmentation

The quality of the product is a characteristic of products and services that are related by the ability to satisfy the needs of consumers that are determined and implied. Husein Umar, on the other hand, defines product quality as important for consumers in terms of products and services.

It is better to adapt the product to market needs and consumer tastes. Kotler and Armstrong state that anything that can be offered in the market needs attention, consumption, use, or purchase to satisfy a want or need.

If the product meets the requirements or requirements of the customer, it is said to be of high quality. Maintaining quality is very important. because in good quality is the reason for the realization of a success in the company so that the customer is maintained, as well as the product so as to produce a decision on the purchase which ultimately affects the loyalty of a customer to increase. Due to the high level of quality of a product obtained from the

customer, on the contrary, the loyalty of a customer will also be high. This research takes the case at PT. Green Dramaga period 2019 – 2022

Tabel 1.1 Housing Sales Data for the 2019-2022 Period

Year	Unit	Omzet /month
2019	62	Rp 18.881.250.000
2020	47	Rp 15.064.470.000
2021	66	Rp 21.027.163.000
2022	43	Rp 15.970.700.000
Total	218	Rp 70.943.583.050

Seen in Table 1.1, the results of monthly sales turnover during the period 2019-2022 fluctuated, the largest sales in 2021, which were 66 units with a turnover of Rp. 21,027,163,000, and the smallest sales in 2022, which are only 43 units or Rp. 15,970,700,000.

The following is a comparison of the price list of PT. Green Dramaga with its competitors, namely:

Tabel 1.2 Price List Comparison with Other Companies

No.	Type	Price Green Dramaga	Price Greenland Dramaga	Price Dramaga Residen
1.	30	Rp 289.480.000	Rp 270.387.000	Rp 329.200.000
2.	36	Rp 353.650.000	Rp 332.661.000	Rp 550.540.000
3.	45	Rp 629.550.000	Rp 453.867.000	Rp 670.620.000

From the table above, it can be seen that the price per item of PT Green Dramaga's products with its competitors, where each type of house has a different price. In addition to the price, PT Green Dramaga also has to pay attention to some customer complaints about the services of PT Green Dramaga itself.

The following is a list of customer complaints for the 2019-2022 period at PT Green Dramaga, including:

Tabel 3 Customer Complaint Data

No.	Customer complain
1.	Customers feel that the wait is too long if the construction progress is 3-4 months, because the house wants to be occupied immediately
2	Customers object if the mortgage ceiling price on the pricelist is not fully ACCed by the bank, so the customer must pay down the ceiling
3	The bank's BI Checking process is slow, making customers wait too long for a decision on whether to approve the mortgage or not.

Based on table 1.3 above, it can be seen that there are several complaints that must be considered by PT. Green Dramaga.

B. LITERATURE REVIEW

Price

According to Kotler and Armstrong (2016: 324), price is the amount of money spent for a product or service, or the amount of value exchanged by consumers for the benefit, ownership or use of the product or service.

According to Fandy Tjiptono (2016: 218), price is the only element of the marketing mix that brings income or income for the company.

Product quality

According to Tjiptono (2016:134) product quality has eight dimensions as follows:

Performance (performance), is the main operating characteristics of the purchased core product.

1. Features (additional features or characteristics), namely secondary or complementary characteristics.
2. Reliability (reliability), which is less likely to be damaged or fail to use.
3. Conformance to Specifications (conformance with specifications), namely the extent to which the design and operating characteristics meet the standards that have been previously set.
4. Durability, which is related to how long the product can be used
5. Serviceability, including speed, competence, comfort, ease of repair; as well as handling complaints satisfactorily
6. Esthetics (Aesthetics), namely the attractiveness of the product to the five senses.
7. Perceived Quality, namely the image and reputation of the product as well as the company's responsibility towards it.

Buying decision

According to Tjiptono and Diana (2016: 60), the purchase decision is the pre-purchase stage which includes all consumer activities that occur before the purchase and use of the product

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C. RESEARCH METHODOLOGY

This study is a causal type and intends to determine the relationship between two or more variables. Therefore, it is hoped that there will be a theory that can predict, control, and explain symptoms and hypotheses. In this study, data were collected and quantified to clarify the problem being investigated. The survey on the impact of price and product quality on purchasing decisions focused on PT Green Dramaga Bogor City. The data used in the survey are primary data obtained based on the distribution of surveys/surveys to clients or consumers of PT housing. The green city of Dramaga Bogor. In this study the population represents all consumers of PT Green Dramaga Bogor City with a maximum number of 218 people. In this study, we used a simple random sampling technique to take the number of samples using the Slovin formula and made a sample of 69 people in stock. It will be saved. The data analysis method used is descriptive and quantitative, and the data analysis method used in this study consists of classical acceptance test, multiple regression, simple correlation test, certainty test, t test and increased F test. Use variables and initial estimates (hypotheses) to draw conclusions from the sample data. In other words, there is a mutually influencing relationship between research variables.

D. RESULTS AND DISCUSSION

The normality test is based on the classical acceptance test, which shows a P-plot graph with points distributed around the diagonal area and along the diagonal direction, illustrating that the data are normally distributed. In the multicollinearity test, it is mandatory to test whether the correlation between the independent variables (independent) is detected in the regression model.

Processed research illustrates that the tolerance for all independent variables is $0.417 > 0.10$ and the value of Variance Expansion Factor (VIF) is 2.395. The regression model concludes that it does not have multicollinearity. In addition, in the non-uniform variance test using a scatter plot, there is no non-uniform variance because both the top and bottom points of the y-axis number 0 are randomly distributed. The regression model used in this study. Finally, in the autocorrelation test, the Durbin Watson (DW) value is 1.579; and the DU value can be seen in the Durbin Watson table with a sample (n) of 69 and the number of independent variables is 2, so the value of $DU = 1.6697$ and $DI = 1.5507$. Based on the autocorrelation test $Du < Dw < 4-DU$, namely $1.6697 < 1.579 < [4-1.6697=2.3303]$. So it can be concluded that there is no negative or positive autocorrelation.

There is an Influence of Price on Purchase Decisions at PT Green Dramaga Bogor City

Tabel 4 Hasil Uji t

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.742	1.520		2.463	.016		
	Harga_X1	.250	.100	.261	2.509	.015	.417	2.395
	Kualitas_X2	.590	.099	.622	5.978	.000	.417	2.395
a. Dependent Variable: Keputusan_Y								

Source: SPSS

There is an effect of price on purchasing decisions at PT. Green Dramaga Bogor City. From the table above, it can be seen that the value of tcount > from t table or $2,509 > 1,997$ or selling price, has an effect on consumer purchasing decisions of PT. Green Dramaga Bogor City in making purchasing decisions. Quality Products, Affects Consumers PT. Green Dramaga Bogor City in making purchasing decisions. Selling Price and Quality 1,509 Products Increase consumer interest and purchasing power.

There is an Influence of Product Quality and Purchasing Decisions at PT. Green Dramaga Bogor City. The results of the t test show the value of t count > t table which is $5.978 > 1.997$. Illustrates that product quality in a product or service can have a significant influence on purchasing decisions at PT Green Dramaga Bogor City, so that they can buy satisfying products. Product quality is a distinctive feature of a product or service and depends on its ability to meet explicit or implicit customer needs. From the perspective of Husein Umar's products and services, product quality is important for consumers.

This research is in line with Suharno's research that product quality influences purchasing decisions

Tabel 5 F.Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	335.549	2	167.774	77.764	.000 ^b
	Residual	142.393	66	2.157		
	Total	477.942	68			
a. Dependent Variable: Keputusan_Y						
b. Predictors: (Constant), Kualitas_X2, Harga_X1						

Source: SPSS

There is a simultaneous influence of product quality and price on purchasing decisions at PT Green Dramaga Bogor City. Based on the results of the F test, the calculated F value is 77.764 > F table 3.136.

This research illustrates how important product quality and price are. Prices at PT. Green Dramaga Bogor City is determined easily and quickly according to the needs of these consumers. This helps you sell your home to people who need it urgently.

Previous research illustrates that price and product quality have a significant influence on purchasing decisions. In other words, the higher the price offered and the higher the quality of the product, the faster the purchase decision. Of course, this is a competitive pricing process.

Table 6 Results of the Coefficient of Determination

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.838 ^a	.702	.693	1.46883	1.579
a. Predictors: (Constant), Kualitas_X2, Harga_X1					
b. Dependent Variable: Keputusan_Y					

Source: SPSS

The table above shows that the contribution of price and product quality to purchasing decisions is 70.2%, the remaining 29.8% is explained by other variables. This illustrates that 70.2% of the price and product quality play an important role in purchasing decisions at PT. Green Dramaga Bogor City. Including other factors in a company's purchasing decision can also play an important role, so other things such as company services and facilities need to be considered.

E. CONCLUSIONS AND SUGGESTIONS

Based on the results of the tests and analyzes carried out, in this study it can be concluded that:

In purchasing decisions, classifying the selling price of housing can provide a very positive value in selling products that have been presented by PT. Green Dramaga Bogor. This study explains the importance of pricing at PT. Green Dramaga Bogor can increase consumer interest in buying houses from companies at competitive prices.

In addition to the price of the product offered by PT. Green Dramaga Bogor, has guaranteed quality so that it can make consumers feel safe and have a sense of belonging. With good product quality provides a fast response to purchasing decisions.

This has a direct impact on price and product quality simultaneously which is significant for purchasing decisions, at PT. Green Dramaga Bogor City. With the price and quality of the product helps speed up purchasing decisions. With prices that match customer expectations and good product quality, it makes an increase in housing purchasing decisions at PT. Green Dramaga Bogor City.

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