



THE INFLUENCE OF PROMOTION MIX, LOCATION, AND GENERAL FACILITIES ON PURCHASE DECISION OF SUBSIDIZED HOUSE

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Abstract

Recently, there are many residential property developers who offer landed subsidized houses or subsidized housing that have collaborated with banks in financing for lower-middle income communities. There is a great opportunity in the development of subsidized house in Jembrana Regency because the community's minimum income can be sufficient for credit payments and the demand for subsidized housing tends to be high. The purpose of this study was to explain the effect of the promotion mix, location, and general facilities on the purchase decisions of subsidized house in Jembrana. This study uses a quantitative approach with data collection through questionnaires and literature study. The method used to determine the sample is non-probability sampling with purposive sampling with a sample size of 100 respondents. The analysis technique used is multiple linear regression analysis. The results of this study indicate that the promotion mix, location, and general facilities have a positive and significant effect on purchase decisions. The practical implication that can be given is the developer of subsidized house should increase attention to the factors that influence purchase decisions, such as the application of a good and effective promotional mix strategy, strategic location selection, and the provision of good quality general facilities.

Keywords: Subsidized house, purchase decisions, promotion mix, location, general facilities



INTRODUCTION

The development of an increasing population will have an impact on the increasing number of community needs, one of which is the need for housing products. Meeting the community's need for this product is very important considering the very vital function of the house as a place to live, meanwhile the amount of land available is relatively very limited. People's choice in owning a house can be done by buying in cash or in installments, which can be obtained through the property market. Currently, the high consumer demand for housing according to Firdaos (1997:14) is influenced by several factors including location, population growth, ease of obtaining loans, consumer income, house prices, general facilities, and statutory regulations. According to Kimtaru (2004), the need for housing can basically be divided into two main things, namely: the need for housing based on the trend or tendency of natural population growth, the need and supply of housing based on the number of habitable houses. Based on this case, many residential property developers offer landed subsidized houses or subsidized house in collaboration with state banks in financing for lower-middle income communities.

Based on the Minister of Public Works and Public Housing Indonesia Regulation Number 48/PRT/M/2015, the subsidized house is a public house built by an individual or a legal entity with the same specifications as a simple house as regulated in the laws and regulations governing technical guidelines for house construction, where the highest price for the site subsidized house is then regulated through the Decree of the Minister of Public Works and Public Housing Indonesia Number 535/KPTS/M/2019 which can be seen in Table 1 below.

Table 1. Technical Guidelines for House Construction

No.	Region	Most Selling Price (Rp)	
		2019	2020
1.	Java (except Jakarta, Bogor, Depok Tangerang, Bekasi) and Sumatra (except Riau Islands, Bangka Belitung, Mentawai Islands)	140,000,000	150,500,000
2.	Kalimantan (except Murung Raya Regency and Mahakam Ulu Regency)	153,000,000	164,500,000
3.	Sulawesi, Bangka Belitung, Mentawai Islands, and Riau Islands (except Anambas Islands)	146,000,000	156.500.000
4.	Maluku, North Maluku, Bali and Nusa Tenggara, Greater Jakarta (Jakarta, Bogor, Depok, Tangerang, Bekasi), Anambas Islands, Murung Raya Regency, and Mahakam Ulu Regency	158,000,000	168,000,000
5.	Papua and West Papua	212,000,000	219,000,000

Source: Ministry of Public Works and Public Housing Indonesia (2019)

Based on the Regulation of the Minister of Public Works and Public Housing Indonesia Number 10/PRT/M/2019, the maximum income for people who apply for subsidized mortgages is three times the value of their monthly installments, in addition the application for subsidized mortgages can only be done once in a year by one family. Subsidized home loan or mortgages does have rules that are slightly different from mortgages in general, because subsidized mortgages is only intended for low-income people. Statistical data for 2018 in Jembrana Regency states that there are around 161,024 working force residents and only 2,247 unemployed, and the Jembrana Regency minimum wage based on Bali Governor Regulation Number 91 of 2018 is Rp 2.356.559. Based on these data, it can be seen that there is a very large opportunity to build subsidized houses in Jembrana Regency because the minimum income of the community can be sufficient to pay for subsidized houses mortgages. At this time, there are several locations of footprint subsidized house in Jembrana Regency. The developers saw how big the potential to create a footprint of subsidized house in this regency, considering that the construction of this footprint subsidized house can be done by any developer, there will be competition in getting prospective buyers. Therefore, this study aims to determine the factors that influence the purchase decision of subsidized house in Jembrana Regency.

Promotional mix factors (advertising, sales promotion, event and experiences, public relations and publicity, online marketing, mobile marketing, direct marketing, and personal selling) simultaneously affect purchase decision (Setiawan & Bernardus, 2018), in addition Rahmania (2015) also stated that the promotion mix had a positive and significant influence on purchase decision. In research by Ahmad and Martini (2018) when examining the effect of the promotion mix on purchase decision for gas products also found that the promotional mix had a positive and significant influence on purchase decision. However, there is a research gap found by Nasrifah (2016), namely the promotion mix, especially the advertising variable, has no significant effect on customer decisions to take home loan products at local state bank. Different results were also found by Purwati, et al. (2019) which proves that the variable in the promotion mix, namely advertising, does not have a significant effect on purchase decision for store houses in Pekanbaru, so it is concluded that advertising still cannot be determined as a variable that has a dominant influence on purchase decision.

Location is one of the variables that have an influence on consumer purchase decision at Graha Estetika Housing Semarang (Widyasari, et al., 2009), in addition to Handayani's research (2018) also found that the location variable has a positive and significant influence on home buying decisions. subsidies to PT. Graha Estetika Property Bengkulu, and Harjanto (2016) who prove that location has an important contribution in determining house purchase decisions because when the location of the house has a strategic location with easy access, it

will increase the decision to buy a house. Kurniawan (2021) found different results, that location did not have a significant effect on home buying decisions in Madiun City because people prefer the residential environment in determining home purchases followed by house prices. Djumarno (2017) also obtained the results that location had no effect on home buying decisions in Green Hill Residences housing and concluded that the location variable was not the main consideration for home buying decisions.

General facilities are also the factor determine purchase decision. Bhastary (2016) found that general facilities have a positive and significant effect on people's decisions to buy subsidized houses in Medan Marelan District. Imalia and Aprileny (2019) also found that general facilities had a positive and significant influence on home purchase decisions at Grand Nusa Indah Cileungsi. This result means that the better the facilities provided by the property developers, the purchase decision will be better, on the other hand if the facilities provided are bad, the consumer's purchase decision will decrease. Different results were found by Song and Zhang (2020), namely general facilities have no influence on home buying decisions in China's sub-urban areas because general facilities are not a consideration in choosing low prices houses for immigrant residents. Memah, et al. (2016) also prove that general facilities have no significant effect on house purchase decisions in Citraland Manado.

Based on the background that has been described, the purpose of this study is to explain the effect of the promotion mix on the purchase decision of subsidized house in Jembrana Regency, to explain the influence of location on the purchase decision of subsidized house in Jembrana Regency, and to explain the influence of general facilities on the purchase decision of subsidized house in Jembrana Regency.

LITERATURE REVIEW

Consumer Behavior

Consumers are the central point of marketing attention, so understanding consumers will lead marketers to effective and efficient marketing policies (Sutisna, 2012:4). Consumer behavior is defined as the study of purchasing units and exchange processes involving the acquisition, consumption, and manufacture of goods, services, experiences, and ideas (Sunarto, 2018:3). Consumer behavior can also be interpreted as actions taken by individuals, groups, or organizations related to the decision-making process in obtaining, using economic goods or services that can be influenced by the environment (Mangkunegara, 2012:4). Simamora (2012:2) states that knowing consumer behavior includes observable behavior (such as the amount spent, when, with whom, by whom, and how to consume the product that has been purchased) and also includes variables that cannot be observed (such as

consumer values, personal needs, perceptions, how to evaluate alternatives and how they feel about ownership and use of various products).

Promotion Mix

Sunyoto (2012:155) states that in promotion there is communication that must be built by producers to consumers, especially with customers. The promotional mix is the specific formulation of personal advertising, sales promotion, and public relations that a company uses to achieve its advertising and marketing objectives. According to Jaiz (2014:40), the promotional mix is the best combination of strategies from advertising variables and other promotional tools, all of which are planned to achieve the objectives of the sales program. Kotler & Armstrong (2012:408) suggest that the elements of the promotion mix are advertising, personal selling, sales promotion, public relations and publicity, and direct marketing.

Advertising is a form of non-personal presentation and promotion of ideas for goods and services that is paid for by certain sponsors, namely not only companies but also non-profit institutions such as government agencies, universities, and individuals. Advertising is a promotional media in the form of messages conveyed to a wide audience with the aim of offering a product or service through a media that can persuade people to buy. Personal selling is an oral presentation in a conversation with one or more prospective buyers with the aim of creating a sale (Kotler & Armstrong, 2012). Personal selling is the right promotional medium for companies to establish good relationships with their customers. One of the salesperson's goals is to make sales by meeting face-to-face where a salesperson from a company directly meets customers to offer their products (Kotler & Armstrong, 2012).

Sales promotion is a short-term incentive to increase the purchase or sale of an item or service where the purchase is expected to be made now. Promotional activities included in this sales promotion include giving coupons, sales, contests, exhibitions and others (Kotler & Armstrong, 2012). Public relations and publicity have a function to foster good relations between all components of an institution in order to provide understanding, foster motivation and participation. All of this aims to foster and develop the understanding and goodwill of the public and obtain favorable public opinion. public relations are various programs designed to promote and/or protect the image of a company or its individual products. Direct marketing is a direct relationship with individual consumers aimed at obtaining an immediate response and fostering lasting customer relationships. In direct marketing, the company or seller tends to go directly to consumers to offer their products or services (Kotler & Armstrong, 2012).

Location

Location is a place to serve consumers, it can also be interpreted as a place to display their wares. The definition of location is where the company operates or where the company carries out activities to produce goods and services that are concerned with the economic aspect (Kasmir, 2006:129). Determination of location is the main strategy in retail business where a strategic location will be the opening road that determines the success of a retail business. Many retail entrepreneurs sometimes do not understand the importance of location when opening a retail business, so they do not conduct a site survey and develop the right strategy in choosing the location. Ghanimata and Kamal (2012) stated that choosing the right business location will determine the success of the business in the future. According to Heizer and Render (2015), location is a cost and revenue driver, so location often has the power to shape a company's business strategy. Strategic location aims to maximize the benefits of location for the company.

Tjiptono (2014:92) suggests factors that must be considered in determining careful considerations in determining the location, including: access, visibility, a large and safe parking space, expansion, environment. The location measurement refers to the location consideration indicators according to Tjiptono (2014:92) and, among others, as follows: (1) access, namely the location that is passed is easily accessible by public transportation facilities; (2) visibility, namely a location or place that can be seen clearly from a normal viewing distance; (3) a large comfortable and safe parking space, namely a place provided for parking both two-wheeled and four-wheeled vehicles; (4) expansion, which is the availability of a large enough space for business expansion in the future; and (5) the environment, namely the surrounding area that supports the products offered.

General facilities

According to Tjiptono (2004:19), facilities are physical resources that must exist before a service is offered to consumers, while according to Nirwana (2004:47) facilities are part of the service marketing variable which has an important role because the services delivered to customers are not rarely really need supporting facilities in its delivery. Facilities are something important in a business, therefore the existing facilities, namely the condition of the facilities, interior and exterior designs, and cleanliness must be considered, especially those that are closely related to what consumers feel directly. Perceptions obtained from customer interactions with service facilities affect the quality of these services in the eyes of customers.

The definition of general facilities according to the Indonesian Dictionary (KBBI) are everything that can be used as a tool in achieving goals or objectives, while infrastructure is

everything that is the main support for the implementation of a process (business, development, project). The measurement general facilities refers to facility indicators according to Mudie and Cottam in Tjiptono (2014:46), which are: (1) spatial considerations, including aspects such as symmetry, proportion, texture, color, and others are considered, combined, and developed to provoke an intellectual or emotional response from the user, person or viewer; (2) room planning, including interior and architectural design, such as the placement of furniture and fixtures in the room, circulation flow design and others; (3) equipment or furniture, having various functions including as a means of protecting small valuables, as display items, as a sign of welcome for customers, and as something that indicates the status of the owner or user; (4) lighting, which needs to be considered are the color, type, and nature of the activities carried out in the room, and the desired atmosphere; and (5) messages conveyed graphically, covering important and interrelated aspects, namely visual appearance, placement, selection of physical form, selection of color, and selection of the shape of the appearance of a symbol or sign for a particular purpose.

Purchase Decision

According to Sudaryono (2016:99), a decision is a selection of actions from two or more alternative choices. In other words, the person making the decision must have one choice from several available alternatives. If a person is faced with two choices, namely buying and not buying, and then he chooses, then he is in a position to make a decision. According to Suwarman (2011:377), purchase decision include consumer decisions about what to buy, whether to buy or not, when to buy, where to buy, and how to pay for it. Purchase decision are the results or continuations made by individuals when faced with certain situations and alternatives to behave in meeting their needs (Usman, 2016:247). Consumer decision making or consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. The result of this integration process is a choice that is presented cognitively as a desire to behave (Nugroho, 2003:332).

Kotler and Keller (2010:179) suggest that what consumers do when making purchase decision are: problem recognition, information search, evaluation of alternatives, purchase decisions and behavior after buying. Based on this theory, it can be concluded that the purchase decision made are based on what consumers have considered according to their needs and desires. The measurement of purchase decision refers to indicators in determining consumer purchase decision according to Kotler (2012), which are: (1) believe in a product. When making a purchase, consumers will choose one of several alternatives. The

available choices are based on quality, quality and other factors that make consumers sure to buy the products they need. Excellent product quality will build consumer confidence so as to support consumer satisfaction; (2) stability in buying the product. After choosing several alternatives, consumers will certainly determine which one to have. One of the things that consumers feel is stability in purchasing the product; (3) speed in making decisions. Consumers often make a decision using a simple choice rule or heuristic. Heuristics is a process that is carried out by a person in making a decision quickly, using general guidelines in only part of the information.

Subsidized House

A house is a building that functions as a livable place to live, a means of fostering a family, a reflection of the dignity of its occupants, as well as an asset for its owner (Constitutional Law Number 1 of 2011 Article 1). The house is also a basic need for humans, which is created from the work of human hands and reason, which is assembled and arranged with all awareness and belief, that in this house a part of the life and lives of its inhabitants is hung. The house is not only a place for shelter or a residential facility, but also consists of a number of other facilities, namely services and utilities that connect individuals and their families to gather and socialize in an area that is growing and developing.

The existence of houses is part or the third priority of the five components of people's welfare (clothing, food, housing, education and health) that must be realized. Therefore, in accordance with the mandate of the constitution of the Republic of Indonesia as stated in Article 28 H paragraph 1 of the 1945 Constitution, that the state is obliged to provide adequate housing or housing for all levels of the Indonesian people (Koto, 2011). In accordance with Permenpera Number 04 of 2012 dated February 8, 2012, Chapter VI Article 6 Paragraph 2, a subsidized house is a simple house that can be facilitated by KPR Sejahtera Tapak (subsidized home loan) which has a floor area of at least 36 square meters. If there is no limit to the type of house and the area of the plot, then the developer can build a simple house to meet the needs of the MBR according to their abilities.

In Permenpera No. 04 of 2012 dated February 8, 2012, the government will provide subsidies for landed subsidized house built by developers who are legal entities through subsidized home loan which is managed by the implementing bank. The provisions that apply to this subsidy policy are: (1) a maximum house price of IDR 70,000,000; (2) a minimum down payment of 10%; (3) a maximum mortgage loan of Rp. 63,000,000; (3) mortgage interest 7.25% per year; (4) type of house built at least T.36; (5) the credit period is adjusted to the ability, but the implementing bank is determined to be a maximum of 20 years.

Hypotheses and Conceptual Models

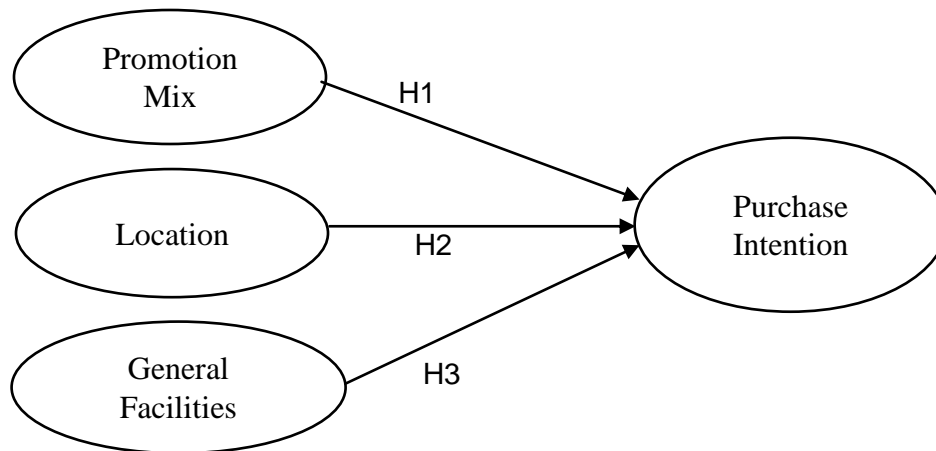


Figure 1. Research Conceptual Model

Based on the research conceptual model, the following hypotheses can be formulated:

- H1: Promotion mix has a positive and significant influence on purchase decision of subsidized house in Jembrana Regency.
- H2: Location has a positive and significant influence on purchase decision of subsidized house in Jembrana Regency.
- H3: General facilities have a positive and significant influence on purchase decision of subsidized house in Jembrana Regency.

RESEARCH METHOD

This study uses a quantitative approach which means the measurement of quantitative data and objective statistics through scientific calculations derived from a sample of people who were asked to answer a number of questions about surveys to determine the frequency and percentage of their responses (Cresweel, 2010:24). Through this quantitative approach, statistical data analysis and interpretation of statistical data will be carried out, as well as testing a theory by detailing specific hypotheses, then collecting data to support or refute these hypotheses. The data collection technique used in this study is an instrument in the form of a self-design questionnaire which is a data collection technique carried out by giving a set of questions or written statements to respondents to answer (Sugiyono, 2014:142). The variables in this study are promotion mix (X1), location (X2), general facilities (X3), and purchase decision (Y).

The population in this study were all people who had bought a subsidized house in Jembrana Regency. If the total population is unknown, then the number of research respondents can be determined by referring to the minimum sample size requirement. According to Sugiyono (2014), if the exact number of the population in the study is not known, then the calculation of the number of samples can use the Cochran formula . Based on this formula, the sample taken is 100 respondents. The sampling technique used is non-probability sampling using purposive sampling method. Based on this method, there are criteria set for sampling in this study, namely respondents who have purchased at least 1 unit of subsidized house whose building location is in the Jembrana Regency area. The analytical techniques used include instrument testing (validity and reliability test), classical assumption test (normality test, multicollinearity test, and heteroscedasticity), and multiple linear regression analysis.

ANALYSIS

Characteristics of Respondents

This study uses primary data from questionnaires answered by the respondents, namely 100 people who have purchased at least 1 unit of subsidized house whose building location is in the Jembrana Regency area. The distribution of respondent characteristics data was collected to determine the characteristics of research respondents. Based on the results of the research conducted, it is known that the characteristics of the respondents include gender, age, occupation, latest education, and monthly income. The results of the demographic characteristics of the respondents showed that male respondents dominated the distribution of the questionnaire with a percentage of 57% are male compared to 43% of female respondents. This mean that most of the consumers who make the purchase of a subsidized house in Jembrana Regency are male. The predominant age group of respondents is the productive age group with the highest age range being 34-40 years, which is 43%, followed by the 41-47 year age group at 24%. Based on occupation, the distribution of data is dominated by respondents who have jobs as private employees, namely 37%, followed by respondents who have jobs as entrepreneurs with 31%.

Meanwhile, respondents with a bachelor's degree education received the highest percentage compared to other levels of education, namely 48%, followed by respondents with a diploma education level with 28%. This could mean that most of the consumers who bought the subsidized house in Jembrana Regency took higher education. On the demographic characteristics of monthly income, most respondents have an income range of Rp 2,500,000 to Rp 3,500,000 per month with 32%, followed by an income range of Rp 4,500,000 to Rp

5,500,000 per month. This means that consumers who make purchases of subsidized house in Jembrana Regency are middle class people.

Instrument Test Results

A valid instrument is able to obtain research results that are expected to be feasible. If the Pearson Correlation value or correlation coefficient to the total score is 0.30, then an instrument can be said to be valid. Validity test results are shown in Table 2.

Table 2. Validity Test Result

Variables	Indicators	Correlation Coeff.	Information
Promotion Mix (X1)	X1.1	0,761	Valid
	X1.2	0,801	Valid
	X1.3	0,779	Valid
	X1.4	0,557	Valid
	X1.5	0,638	Valid
	X1.6	0,486	Valid
	X1.7	0,403	Valid
	X1.8	0,410	Valid
Location (X2)	X2.1	0,778	Valid
	X2.2	0,821	Valid
	X2.3	0,714	Valid
	X2.4	0,448	Valid
	X2.5	0,710	Valid
General Facility and Means (X3)	X3.1	0,413	Valid
	X3.2	0,449	Valid
	X3.3	0,411	Valid
	X3.4	0,528	Valid
	X3.5	0,443	Valid
	X3.6	0,587	Valid
	X3.7	0,374	Valid
Purchase Decision (Y)	Y.1	0,783	Valid
	Y.2	0.818	Valid
	Y.3	0.491	Valid
	Y.4	0.704	Valid
	Y.5	0.693	Valid

The results of the validity test show that the promotion mix variable, location, facilities and general facilities, and purchase decision obtain a correlation coefficient value (Pearson Correlation) with a total score of all indicators greater than 0.30. This proves that the statement items in the research instrument have met the data validity requirements.

Reliability testing was carried out on the instrument with Cronbach's alpha coefficient. If Cronbach's alpha value is 0.60, then the instrument used is reliable. The results of the reliability test showed in Table 3.

Table 3. Reliability Test Result

Variabel	Cronbach's Alpha	Information
Promotion Mix (X1)	0,679	Reliable
Location (X2)	0,646	Reliable
General Facility and Means (X3)	0,685	Reliable
Purchase Decision (Y)	0,701	Reliable

Table 3 shows that the four research variables obtained a Cronbach's alpha coefficient that was more than 0.60 so that the statement on the questionnaire was said to be reliable and could be used to conduct research.

Classical Assumption Test Results

Before discussing the results of data analysis, there are several classical assumption tests that must be met so that the conclusions from the regression are not biased. The tests carried out are normality test, multicollinearity test, and heteroscedasticity test.

The normality test aims to test whether the residuals from the regression model made are normally distributed or not. Normality test can be done using the Kolmogorov-Smirnov test by looking at the Asymp Sig. (2-tailed) value. If the Asymp Sig. (2-tailed) value is more than the specified significance level of 5% (0.05), then the data is normally distributed. Based on the test results in Table 4, the results of Asymp Sig. (2-tailed) value is 0.684 which more than 0.05. These results mean that the data in this study are normally distributed.

Table 4. Normality Test Results

Unstandardized Residual	
N	100
Kolmogorov-Smirnov Z	0.716
Asymp Sig. (2-tailed)	0.684

The multicollinearity test aims to test whether there is a correlation between the independent variables in the regression model. To detect the presence or absence of multicollinearity in the regression model, which has a Tolerance number > 0.10 or a VIF value < 10 . Based on the test results in Table 5, it can be seen that the Tolerance coefficient of each independent variable is the promotion mix, location, and general facilities are more than 0.10 and VIF value less than 10. These results indicate that there is no correlation between independent variables so that there are no multicollinear symptoms in the regression model.

Table 5. Multicollinearity Test Results

Variable	Colinearity Statistics	
	Tolerance	VIF
Promotion Mix (X1)	0.828	1,207
Location (X2)	0.822	1.217
General Facilities (X3)	0.989	1.011

Heteroscedasticity test was conducted to test whether in a regression model is a difference in variance from existing data residuals. Heteroscedasticity testing was carried out with the Glejser test with the condition that if the significance was above the 5% or 0.05 confidence level, it could be concluded that the regression did not contain heteroscedasticity. Based on the test results in Table 6, it can be seen that the significance value of each independent variable, namely the promotion mix, location, and facilities and general facilities is greater than 0.05, so it can be concluded that there is no heteroscedasticity problem in the regression model.

Table 6. Heteroscedasticity Test Results

Variable	Sig.
Promotion Mix (X1)	0.123
Location (X2)	0.391
General Facilities (X3)	0.987

Multiple Linear Regression Analysis Results

The effect of promotion mix variables, location, and facilities and general facilities on purchase decision of subsidized house in Jembrana Regency can be determined by performing multiple linear regression analysis. The results of multiple linear regression analysis using the SPSS version 21.0 program are presented in Table 7 below.

Table 7. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		Significance
	B	Standard Error	Beta	t	
(Constant)	1,578	2,646		0.596	0.552
Promotion Mix (X1)	0.141	0.068	0.172	2,068	0.041
Location (X2)	0.551	0.086	0.539	6,434	0.000
General Facilities (X3)	0.133	0.061	0.167	2,186	0.031
F count	= 25.814		R Square	= 0.447	
Significance F	= 0.000		Adjusted R Square	= 0.429	

Based on the results of multiple linear regression analysis in Table 7, the following regression equation is obtained

$$Y = 1.578 + 0.172X1 + 0.539X2 + 0.167X3 + e$$

Hypothesis Test Results (t-Test)

Partial hypothesis testing or called t-test is used to test the effect of the promotion mix variable, location, and general facilities partially on purchase decision variables. The results of the t-test are shown in Table 5 above in the standardized coefficients beta and t columns. Determination of the test results, namely the acceptance or rejection of hypothesis can be done by comparing the significance value (Sig. t) with a predetermined probability level of 0.05.

Based on the results of the analysis of the influence of the promotion mix variable (X1) on the purchase decision variable (Y), the beta coefficient value of 0.172 means that there is a positive direction and a significance value of 0.041 which is smaller than 0.05 ($0.041 < 0.05$) which means that there is a significant influence. These results indicate that H1 is accepted, so that the promotion mix has a positive and significant effect on purchase decision of subsidized house in Jembrana Regency.

Based on the results of the analysis of the influence of the location variable (X2) on the purchase decision variable (Y), the beta coefficient value of 0.539 means that there is a positive direction and a significance value of 0.000 which is smaller than 0.05 ($0.000 < 0.05$) which means that there is an influence significant. These results indicate that H2 is accepted, so that location has a positive and significant effect on purchase decision for treaded subsidized house in Jembrana Regency .

Based on the results of the analysis of the effect of the general facilities variable (X3) on the purchase decision variable (Y), the beta coefficient value of 0.167 means that there is a positive direction and a significance value of 0.031 which is smaller than 0.05 ($0.031 < 0.05$) means that there is a significant effect. These results indicate that H3 is accepted, so that general facilities have a positive and significant effect on purchase decision of subsidized house in Jembrana Regency.

Model Feasibility Test Results (F-Test)

The feasibility test of the model or also known as the F-test is the initial stage of identifying the estimated regression model that is feasible or not. Appropriate is meant is a model that is estimated to be suitable to be used to explain the effect of independent variables on the dependent variable. The stated value is used to test the feasibility of the analytical model provided that a good probability number to be used as a regression model is less than 5% or < 0.05 . If $\text{Sig.} < 0.05$, then the analysis model is considered feasible, but if $\text{Sig.} > 0.05$ then the analysis model is considered not feasible.

Table 8. F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	232,788	3	77,596	25.814	0.000
Residual	288,572	96	3,006		
Total	521,360	99			

Based on the results of the F test in Table 8, the F value is 25.814 with a significance value of 0.000. Because the significance value is smaller than 0.05 ($0.000 < 0.05$), it can be concluded that the promotion mix, location, and general facilities have a significant effect on purchase decision simultaneously. Thus, the independent variable is able to explain the dependent variable so that it is said to be feasible to be used as a regression model in this study.

Coefficient of Determination Results

The coefficient of determination is used to determine the amount of contribution contributed by the promotion mix, location, and facilities and general facilities to purchase decision of subsidized house in Jembrana Regency.

Table 9. Coefficient of Determination Results

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.668	0.447	0.429	1,734

The result of coefficient of determination or R^2 is shown in the number R Square . The coefficient of determination (R Square) of 0.447 means that 44.7% of the variation in purchase decision of subsidized house in Jembrana Regency is influenced by the promotion mix, location, and general facilities, while the remaining 55.3% is influenced by other factors that are not incorporated into the research model.

DISCUSSIONS

The Influence of Promotion Mix on Purchase Decision

Based on the results of testing the first hypothesis, the beta coefficient value is 0.141 with a significance of 0.041. The value of the beta coefficient which has a positive direction and a significance value that is smaller than the probability level of 0.05 ($0.041 < 0.05$) means that H1 is accepted. The result of this test is that the promotion mix has a positive and significant effect on purchase decision. This means that if the developers implement a good promotional mix strategy, then purchase decision of subsidized house in Jembrana Regency will increase. On the other hand, if the developers applied an unfavorable promotion mix strategy, purchase decision of subsidized house in Jembrana Regency will decrease.

This shows that the promotion mix through advertising, personal selling, sales promotion, public relations and publicity, and direct marketing has an effectivity in influencing the purchase decision of consumers and prospective consumers for subsidized house in Jembrana Regency. The application of the promotion mix is able to disseminate information to persuade and remind the target market, namely people who need housing in the form of a subsidized house in Jembrana Regency. Through effective and persuasive communication on each promotional mix strategy, target consumers will be more interested in the treaded welfare housing unit offered by the developers. The results of this study support previous research which are Huang & Foosiri (2017), Garib, et al. (2019), Monica (2018), Darmanto (2017), Simarmata (2017), and Ningsih & Hati (2017).

The Influence of Location on Purchase Decision

Based on the results of testing the second hypothesis, the beta coefficient value is 0.551 with a significance of 0.000. The value of the beta coefficient which has a positive direction and a significance value that is smaller than the probability level of 0.05 ($0.000 < 0.05$) means that

H2 is accepted. The results of this test are the location has a positive and significant effect on purchase decision. This means that if the subsidized houses in Jembrana Regency are in a good location, the purchase decision will increase. On the other hand, if the subsidized houses in Jembrana Regency are in a bad location, the purchase decision will decrease.

This shows that in choosing a place to live or dwelling in the form of a subsidized house, location is one of the factors that potential consumers consider. A location that includes easy access, good visibility, a large and safe parking area, land for expansion, and a conducive environment will encourage consumers to make purchases of subsidized house, especially if the needs for these residences are in the strategic Jembrana Regency area. The results of this study support previous research which are Imalia & Aprileny (2019), Hoe, et al. (2018), Monica (2018), Huzaen (2019), and Rakhmanita, et al. (2017).

The Influence of General Facilities on Purchase Decisions

Based on the results of testing the third hypothesis, the beta coefficient value is 0.133 with a significance of 0.031. The value of the beta coefficient which has a positive direction and a significance value that is smaller than the probability level of 0.05 ($0.031 < 0.05$) means that H3 is accepted. The result of this test is that general facilities have a positive and significant effect on purchase decision. This means that if the subsidized houses in Jembrana Regency have good general facilities, the purchase decision will increase. On the other hand, if the subsidized houses in Jembrana Regency have poor general facilities, the purchase decision will decrease.

This shows that the quality of general facilities in house buildings is the result of construction design that affects its ability to meet the expectations and needs of consumers and prospective consumers of subsidized house in Jembrana Regency. Proportionate spatial pattern and built with good construction, good room planning (interior design, air flow, and lighting), graphic planning in the form of physical form and good color selection, good condition of supporting facilities, and cleanliness are important considerations closely related to what consumers feel directly about the housing unit, which will then encourage consumers to make a purchase. The results of this study support previous research which are Imalia & Aprileny (2019), Lee & Ong (2020), Sari & Hidayat (2020), Chia, et al. (2016), and Pengenggar, et al. (2016).

IMPLICATIONS

The implication of this research emphasizes the real benefits of the research results to encourage developers or managers of subsidized houses in Jembrana Regency to improve consumer purchase decision. Promotion mix is proven to positively influence purchase decision, therefore developers of subsidized houses in Jembrana Regency can pay attention to the right

promotion mix strategy through advertising, personal selling, sales promotion, public relations and publicity, and direct marketing as a way to shape consumer purchase decision. This is because buying a house is a decision with complicated process. Prospective consumers of the subsidized houses will try to find additional information as a process of purchase decision. Before buying a subsidized house, potential consumers will consider the price of the house, house specifications, payment methods, as well as general offers and discounts. Therefore, it is important for the developer of the subsidized houses in Jembrana Regency to implement the right promotional mix strategy in accordance with the expected goals in disseminating information in order to be able to trigger transactions, communicate the advantages of the subsidized house unit so that it can be known by potential consumers, make consumers are interested, and then make a decision to make a purchase.

Location is the next factor that has been proven to positively influence purchase decision, so that developers in Jembrana Regency can pay attention to the location factor as one of the crucial initial plans before building a subsidized houses. Location has an important contribution in determining house purchasing decisions because when the location of the house has a strategic location with easy access, it will improve consumer purchase decision. Every perception about the house and the location of the house depends on the tastes and needs of each consumer. In this case, it can be seen from the strategic location of the prosperous housing site, vehicle access, visibility, surrounding environment, area for expansion, and others. This review of location factors can influence potential consumers regarding purchase decision a landed subsidized house in Jembrana Regency.

General facilities also positively influence purchase decision, therefore developers in Jembrana Regency can pay attention to spatial considerations through house layout and construction, room planning includes interior planning plans, and graphic planning includes appearance plans, house visuals as important aspects of general facilities for subsidized houses in Jembrana Regency. Facilities are physical resources that must exist before a subsidized house can be offered to consumers by providing physical equipment to provide convenience to consumers later in carrying out their daily activities, so consumer needs can be met. With the availability of adequate general facilities, the interest in owning the unit or the consumer's decision to buy a subsidized house in Jembrana Regency will increase.

LIMITATIONS AND FURTHER RESEARCH

This study has not raised all extrinsic factors related to the dimensions of purchase decision, especially in housing products. This research is only conducted at a certain point in time or a periodic cross section where the existing environment continues to experience

dynamic changes. This research was only conducted in Jembarana Regency and on 100 samples, so that the scope of the study only represented a small proportion of consumers who made the purchase of subsidized houses.

Future research should be able to develop this research by incorporating other factors that theoretically influence purchase decision that are adjusted to the dynamics that develop in the business and marketing world as well as the phenomena that occur around them. Further research is suggested to include extrinsic factors related to the dimensions of purchase decision, especially in housing products such as price, social attractiveness, and family encouragement. In addition, further research can expand the scope of research by examining consumers of subsidized housing in other areas, especially in Bali Province.

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