



THE IMPACT OF INTRINSIC AND EXTRINSIC FACTORS ON HOUSE PURCHASE DECISIONS

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Abstract

The purpose of this research is to investigate the intrinsic and extrinsic factors that influence the purchase of Haus developer property. A quantitative associative research method is used. The population of this research is made up of the owners and renters of properties managed by Haus Developer in Medan, North Sumatera, Indonesia. Our study used a method called as purposive sampling, in which the researcher collects data from the most thorough respondents and meets multiple informational needs by sending questionnaires directly to persons who satisfy the research requirements. A Zikmund formula is used to compute the number of samples, which results in 96 responders. A questionnaire-based data collection method and empirical results demonstrate that both intrinsic and extrinsic factors have a positive and significant impact on the decision to purchase a property. The adjusted R-square value of 0.768 (76.8%) indicates that intrinsic and extrinsic factors may explain 76.8% of the home purchase decision behavior, while the remaining 23.2% is influenced by variables not addressed in this study.

Keywords: Intrinsic, Extrinsic, House, Purchase Decision

INTRODUCTION

One of the most basic human requirements is a safe and secure place to live in which one's family may grow and prosper. Likewise, they can learn about other cultures and better themselves for the future, and they can serve as a model for the welfare of society. In some ways, the affordability of the home reflects the affluence of the surrounding region and their degree of human resources. The social and cultural purposes of a home include acting as a training ground for families, a place to learn new social skills, a blueprint for one's future self, a shelter from the rigors of adulthood, and an indication of one's character. The essential role of a home as a sanctuary has evolved into something more complicated.

A new home must fulfill additional demands, such as an accessible location, a reasonable price, a nice atmosphere, and structure, in addition to serving as a place to rest. In other words, it is not enough to simply find a place to rest at night; home should also be safe and comfortable. Hence, homebuyers have always had to consider a range of extrinsic criteria, such as social media marketing, product quality, and affordable pricing, as well as intrinsic aspects, such as motivation, experience, and customer trust, before making a final selection.

Customers' purchasing decisions are the result of a prior step taken after evaluating several phases of obtaining a particular product that they choose. It also refers to an attitude toward processing all information and shaping emotional conclusions that indicate the type of selected product that influences a decision. Keeping this in mind, homebuyers nowadays may be striving to satisfy desires such as owning a nice home. Meanwhile, consumer behavior refers to how individuals, groups, and organizations choose, purchase, use, and dispose of goods, services, ideas, or experiences in order to fulfill their satisfactions. Hence, such phases may assist homebuyers in selecting residences that best suit their expectations.

Customer motivation is the tendency to drive and act in a person. This facet of emotional needs can be established solely through the study of human behavior. It is also associated with a motivating factor that ignites a person's desire to cooperate, work effectively, and be cohesive in their efforts to make a choice. In practice, when consumers are interested in acquiring a house, they pay great attention to a variety of conditions related to the targeted property and evaluate its feasibility as a residence. This will be the case if the customer has a pleasant experience and analyzes a number of important criteria beforehand..

A positive customer experience is critical for a company's sustainability since it serves as a barometer of the company's success or failure. When customers have a great shopping experience, they are more likely to establish brand loyalty. The cumulative image of a customer's engagement with a company or brand is formed by the customer's interactions with the brand over time. In summary, all interactions from the moment the consumer navigates the

website, speaks with customer service, orders the product or service, and files a complaint may be used to determine whether or not the customer's experience was satisfied. It also impacts buying behavior; after establishing customer loyalty, customers often promote products or services to others. As a result, the firm will get new consumers, and this will be backed up by a high degree of customer trust when making a purchasing choice.

There is a link between a product's many attributes and benefits and customer trust and knowledge. Attributes are features or characteristics that an object may or may not have. While benefits are favorable results offered to consumers, "customer trust" is a descriptive notion held about a certain item. It is also the consequence of repeated impressions, as well as learning and experience. The degree to which a consumer trusts a brand has a substantial effect on the formation of a strong desire to continue a long-term relationship with such a customer. The business relies not only on customer satisfaction but also on customer trust as a critical link in developing a successful relationship exchange in order to produce high customer loyalty with a previous purchase choice. Customers who acquire a property with a high degree of confidence will feel delighted, content, and conformed to their prior purchases. Several elements are connected to and contribute to consumer trust, including information on various social media platforms. In this case, social media marketing is quite effective at supplying customers with accurate and timely information about previously acquired products.

Social media marketing is a sort of digital marketing that utilizes social media and websites to promote a business's products or services via both paid and unpaid channels. The selection of a social media marketing platform is equally crucial. This is since it pertains to the acceptability of the chosen target market. Thus, the effectiveness of the planned marketing strategy will depend on the social media marketing platform used.

In the current age of digital ecosystems, social media has a significant impact on the lives of people all over the globe. Marketing strategies that use social media are seen as an effective approach to contacting a wide variety of prospective customers of various generations. Here are the reasons why social media marketing is important: Brand awareness is when a consumer or prospective customer of a business instantly identifies and recalls the brand, even after seeing simply the logo, image, color, or product samples. Consumers may identify the marketed product or service simply based on the image posted on social media. Consumers become interested in purchasing and using these products since they are regularly posted. This is supported, of course, by the high quality of housing products promoted in Medan that fulfill community criteria for acquiring property.

In order to ensure that the product is well-known and trusted by the greater community, its quality becomes crucial. If we want to develop customer loyalty to a greater degree, we must

first ensure that the seller can improve quality. Product quality is the ability of a product or service to perform its intended tasks, taking into account many factors such as its reliability, durability, convenience value, and need for maintenance, among others. From this knowledge base, business actors are able to forecast the efforts required to guarantee that quality is constantly maintained, such as the finest construction materials and the physical condition of solid, well-designed structures. By ensuring the longevity of the items to be offered, business actors may give value to the offering. Therefore, whether they are aware of it or not, customers will be happier with items that have a longer lifespan than those that are readily destroyed.

Product quality with a long life cycle will persuade consumers to make repeated purchases, such as purchasing the identical product when the previous one has reached the end of its useful life and is no longer usable. The decision to purchase a home in the city of Medan is influenced by price only when the highest quality is available.

Determining the price of a product or service is a crucial component of a business's marketing strategy. One of the aspects that must be considered when determining a price is the quality of the product or service, as well as the purchasing power of the target market. In order to determine a suitable and quantifiable pricing plan, it is also required to gather data on product specs in their entirety. We can calculate the profit on each sale by starting with the capital required to produce the sold goods. This might be quite problematic if the organization offers a wide variety of items. Pricing involves more than simply a number. However, the price must also communicate information about the thing being offered. A higher price often indicates that the consumer expects a higher quality product. However, if the price of a product that is meant to be costly is later reduced, the customer will often be suspicious of its quality.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Consumer behavior

According to Kotler and Keller (2014), "consumer behavior" is focused on how people, groups, and organizations select, purchase, use, and dispose of products, services, ideas, or experiences to meet their needs and desires. Consumer behavior is an activity directly associated with the purchase, consumption, and disposal of products and services, as well as the processes that precede and follow the action (Engel, 2013). Consumer behavior is the study of the units and decision-making processes involved in the acceptance, usage, and acquisition of products, services, and concepts (Mowen and Minor, 2013). In selecting a product that customers want, they will undergo a learning process about the desired product. Consumers must separate the brand's characteristics, maybe by discussing the brand's benefits in print media.

Consumer Purchase Decision

According to Tjiptono (2014), purchase decisions are a process in which customers identify a problem, seek information about a specific product or brand, then assess how effectively each of these alternatives may address the problem, ultimately leading to a decision. A purchase decision is a consumer decision that is impacted by economics, finance, technology, politics, culture, product, price, and location such that it produces an attitude for consumers to process all information and draw conclusions as responses indicating what products will be chosen (Alma, 2013). When consumers are extremely invested in a purchase and perceive a significant brand difference, they engage in complicated behavior. When a product is costly, rare, and extremely self-expressive, consumers may be highly invested. Consumers may often learn a great deal about product categories.

Intrinsic Factor

Motivation

According to Schiffman and Kanuk (2013), motivation is the internal energy that propels a person to take action. This implies that motivation is an internal force that drives an individual to perform. It is a human state that supports a person's desire to pursue particular interests in order to attain objectives. Motivation is also related to the art of leading people and organizations to desire to work effectively so that both employee goals and organizational objectives may be attained (Flippo, 2012). Therefore, motivation may be regarded as a driving force that develops a person's passion so that they desire to collaborate, work efficiently, and integrate all their efforts to achieve a conclusion and provide customer satisfaction.

Customer experience

Customer experience relates to a consumer's assessment of the consumer's complete engagement with a brand (Frow & Fayne, 2011), and the ultimate purpose of adopting this idea is to create positive relationships with customers and increase their loyalty. It is an expression of a brand that includes all interactions between businesses and consumers (Dharmayanti, 2013). Therefore, customer experience is a term in which a collection of actions cannot be properly articulated when customers purchase a service. However, when customers purchase an experience, they are paying to spend time on a unique opportunity or encounter that makes a brand more memorable.

Consumer Trust

Consumer trust comprises all consumer information and all consumer judgments about items, qualities, and advantages (Priansa, 2017). In the psychological realm, it is difficult to accept what is predicated on the anticipation of positive conduct from others. It relates to one side's confidence in the dependability, durability, and integrity of the other party in the relationship, as well as the conviction that the other party's activities are in the best interest of customers and will create good outcomes (Maharani, 2014). It is the expectation of an individual or group that a person's or organization's statements, pledges, or verbal or written commitments will be fulfilled.

Extrinsic Factors

Social Media Marketing

Ward (2012) argues that social media marketing is the use of social media to persuade consumers to buy a company's product or service. It also pertains to a kind of online advertising that uses the cultural context of social groups to accomplish communication goals, such as through social networks, virtual worlds, social news sites, and social opinion sharing sites (Tuten, 2011). It is a sort of direct or indirect marketing that uses social web technologies such as blogging, microblogging, social networking, social bookmarking, and content sharing to promote brand, company, product, person, or other entity awareness, recognition, retention, and action (Gunnelius, 2014). Companies can engage with their customers more easily digitally due to social media marketing. There is no time limit as long as it is connected to the internet, and the fees are fair.

Product quality

Product quality refers to a product's ability to perform its functions, which includes durability, reliability, and accuracy. These characteristics are attained by the product as a whole (Kotler & Keller, 2016). Businesses must constantly improve quality of their products and services since doing so may increase customer satisfaction and drive repeat purchases. It is an important factor in most customers' purchasing decisions. The greater the quality of the goods, the more interested consumers will be in acquiring them (Ernawati, 2019). As a result, the suitability of each product to its standards is proportional to the product's quality.

Price offered

Kotler and Armstrong (2012) noted that price is relevant to the amount charged for a product or service; more generally, price refers the total of all the values buyers supply in

exchange for possessing or using a thing. The sole aspect of the marketing mix that creates money, whereas the others generate or comprise expenses (Tjiptono, 2014). Price is related to an exchange rate that may be equated to money or other items for the advantages acquired from an item or service at a certain moment and location by a person or group (Sudaryono, 2014). When determining the price of a product, we must be cautious, since if anything goes wrong, it will have a significant impact on the earnings, which are little and much below expectations.

In light of this, the following hypotheses are developed:

H1: There is a positive and significant effect of the intrinsic factor on home purchase decisions.

H2: There is a positive and significant effect of the extrinsic factor on home purchase decisions.

H3: There is a simultaneous effect of intrinsic and extrinsic factors on the home purchase decision.

RESEARCH METHODS

Research Design

According to Mellin, Tripodi, and Meyer (1996), research is a methodical process for expanding, altering, and producing information that can be shared and confirmed by other researchers. In this study, the authors employ associative research, which seeks to determine the relationship between two or more variables; this research has the highest level compared to descriptive and comparative research because it allows for the development of a theory that can serve to explain, control, and predict a symptom. This study employs a quantitative research approach, which may be defined as a method based on positivism and philosophy that is used to evaluate populations and specific samples of data collected utilizing research instruments. The purpose of quantitative or statistical data analysis is to describe and test hypotheses that have already been developed. This study was conducted for a number of Haus Developer housing areas in Medan.

Population and Sample

Population, according to Sekaran and Bougie (2013), is the aggregate of the complete group of people and events that researchers are interested in studying. This study's population is comprised of the Haus Developer's property owners and occupants. The sample reflects the size and features of the population as a whole. If the population is large and it is hard for the researcher to examine each aspect of it, for example, owing to limited funding, people, or time, the researcher might utilize samples from the population. The study employs purposive sampling, in which the researcher obtains data from the most comprehensive and complete

sources and sends questionnaires directly or accidentally to respondents who are thought to satisfy the study requirements. The sample parameters are homebuyers and occupants of homes in Haus Developer housing in Medan who get housing recommendations from social media, friends, or family. The Zikmund formula was used to get a sample size of 96 individuals.

Data collection

Data collection procedures are a methodical and objective approach to gathering the data. This research used a questionnaire in the form of a statement sent to the respondent, such as the buyer and tenant of housing managed by Haus Developer, and a 5-point Likert scale was utilized to assess responses. The questionnaire was self-designed and derived from expert-proposed conceptualizations. Respondents were asked to identify their preferences on statements, the sort of subjective evaluation, or the question's purpose.

Data analysis

Validity and Reliability Test

Under the condition that the corrected item total correlation value is more than 0.30, a validity test demonstrates the degree of agreement between the data that actually occurs on the object and the data obtained by the researcher to determine the validity of the item. If the Cronbach's alpha score is more than 0.60, the reliability test demonstrates the degree to which measurements using the same object will generate identical data.

Classical assumption

Normality, Multicollinearity and Heteroscedasticity

The purpose of the normality test is to determine if the residual hypothesis is supported by a normal distribution. For a decent linear regression model, these assumptions must be satisfied, and the residual value is subjected to a normality test. The multicollinearity test determines if the independent variables in the multiple linear regression model have a significant relationship. The heteroscedasticity test compares the residual variance between two observation periods or explains how the standard-deleted residual values relate to the values they predict.

Multiple linear regression

A multiple linear regression analysis was conducted to determine the direction and magnitude of the effect of the independent factors on the dependent variable (Ghozali, 2018). The model equation is as follows: $Y = \alpha + \beta_1X_1 + \beta_2X_2 + e$

Hypotheses test

The analysis of intrinsic and extrinsic influences on house purchase decision behavior is determined by a partial test. This test was undertaken to assess whether or not intrinsic and extrinsic factors influence the decision to purchase a home significantly, at the confidence interval or the 5% level of hypothesis testing.

Coefficient of Determination

The coefficient of determination (R^2) is a metric that measures how well a model can explain the variance of the dependent variable. The coefficient of determination has a value between zero and one. A low R^2 value indicates that the capacity of the independent variables to explain variance in the dependent variable is somewhat limited.

RESULTS

Respondent Profiles

The sample for this research consisted of 96 homeowners of the Haus Developer housing complex. The distribution of homeowner surveys inside each housing complex is as follows:

Table 1. Distribution of surveys in each dwelling by Haus Developer

	Size		Type	Units	Unit Owner	Price (IDR)
	(Number of Floors)					
VICARIO 1	4.5X8 (2.5)		86	10	9	500 Million
MULIA TOWN HOUSE	5X9 (2.5)	7X9 (2.5)	87 & 110	60	39	700 million
CALISTA HAUSE	4X15 (2.5)	7X11 (2.5)	120 & 154	7	7	800 million
ANAGATA HAUSE	6X13 (1)	7X16 (1)	45 & 69	56	22	400 million
ZEIN HAMID TOWN HOUSE	5X13 (2.5)		83	16	6	500 Million
SIDODADI TOWN HOUSE	5.5X12.5 (2.5)	5X15 (2.5)	75	14	6	400 million
RONALD HAUSE	4X13 (3)	6X20 (2.5)	104 & 88	12	7	700 million
					96	

Table 2 displays the characteristics of customers depending on their gender, age, employment status, and degree of education.

Table 2. Characteristics of Respondents

Demographics	Frequency	Percentage
Gender		
Man	57	59
Woman	39	4
Total	96	100
Employment status		
Employee	36	37.5
Businessman	48	50
Other	12	12.5
Total	96	100
Degree of education		
High school or equivalent	37	38.5
Diploma	22	22.9
Bachelor	34	35.4
Postgraduate	3	3.12
Total	96	100

Table 2 demonstrates that the majority of this study's respondents were male, with a total of 57 (59%) respondents and 39 (41%) female respondents. In terms of employment status, the table reveals that the majority of respondents were entrepreneurs, with a total of 48 persons (50%) identifying as such, followed by employees with a total of 36 respondents (37.5%), and others with a total of 12 respondents (12.5%). 37 persons (38.5%) had a high school, followed by 34 individuals (35.4%) with an undergraduate degree, 22 individuals (22.9%) with a diploma, and finally 3 individuals (3.1%) with a postgraduate degree.

Validity and Reliability Test Results

Table 3. Intrinsic Factors Validity Test (X1)

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1.1	27.48	23,070	.843	.840
P1.2	27.67	22,738	.817	.843
P1.3	27.57	23,227	.649	.861
P1.4	27.50	23,172	.778	.858
P1.5	27.48	22,091	.640	.840
P1.6	27.45	23,674	.527	.874
P1.7	25.76	20,124	.581	.814
P1.8	25.87	18,538	.570	.787
P1.9	25.99	19,808	.725	.808
P1.10	26.71	19,986	.609	.810
P1.11	25.84	19,530	.700	.798
P1.12	27.77	19,613	.846	.805

Due to the high corrected item total correlation (> 0.30), the twelve statements of the intrinsic factor in Table 3 are included as valid and may be used in this study.

Table 4. Extrinsic Factors Validity Test (X2)

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
P2.1	27.26	20,124	.681	.814
P2.2	27.37	18,538	.630	.787
P2.3	27.59	19,808	.735	.808
P2.4	27.54	19,986	.689	.810
P2.5	27.11	19,530	.780	.798
P2.6	27.72	19,613	.576	.805
P2.7	27.76	20,124	.541	.824
P2.8	27.87	18,538	.510	.737
P2.9	27.99	19,808	.525	.838
P2.10	27.71	19,986	.669	.840
P2.11	27.84	19,530	.660	.748
P2.12	27.77	19,613	.656	.855

The validity of the 12 statements has been declared, and they may be utilized in research, since the value of the corrected item's total correlation is more than 0.30, as shown in Table 4.

Table 5. Housing Purchase Decisions Validity Test (Y)

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Y. 1	26.20	19,535	.548	.841
Y.2	26.20	19,091	.444	.833
Y.3	26.21	17,380	.641	.815
Y.4	27.46	17,079	.628	.811
Y.5	28.02	18,181	.737	.812
Y.6	26.91	19,133	.594	.835
Y.7	27.72	20,124	.721	.774
Y. 8	27.83	18,538	.730	.737
Y.9	27.94	19,808	.735	.718
Y.10	27.73	19,986	.629	.723
Y.11	27.84	19,530	.710	.741
Y. 12	27.79	19,613	.824	.832

According to the data in Table 5, 12 statements are declared valid since the corrected item total correlation is more than 0.30, and these statements may be used in our study.

Table 6. Reliability Test

Variables	Cronbach's Alpha	N of Items
Intrinsic Factors (X1)	.923	12
Extrinsic Factors (X2)	.967	12
Purchase Decision (Y)	.971	12

According to Table 6, the intrinsic factors include 12 statements, and the Cronbach Alpha value of the customer motivation variable is 0.923, indicating that it is reliable since it is more than 0.6. The customer experience comprises 12 statements, and the Cronbach Alpha score is 0.967, indicating that it is reliable since it is larger than 0.6. The house purchase decision comprises 12 statements, and the Cronbach Alpha score is 0.971, indicating that it is reliable since it is larger than 0.6.

Multicollinearity Test Results

Table 7. Multicollinearity Test

Model	Collinearity Statistics	
	tolerance	VIF
	(Constant)	
1	Intrinsic Factors	.824
	Extrinsic Factors	.824
		3.127
		3.127

Table 7 reveals that the intrinsic and extrinsic factor values are more than 0.1 and have a VIF value of 10. As a result, there are no symptoms of multicollinearity among the independent variables in this regression model.

Normality Test Results

Table 8. Kolmogorov-Smirnov Normality Test

N = 96		Unstandardized Residuals
Normal Parameters, b	Means	0E-7
	std. Deviation	2.539532123
Most Extreme Differences	absolute	.089
	Positive	.067
	Negative	-.085
Kolmogorov-Smirnov Z		.912
asyp. Sig. (2-tailed)		.374
a. Test distribution is Normal.		
b. Calculated from data.		

The asymptotic values are shown in Table 8. sig (2-tailed) 0.374 > 0.05, indicating that this research is normally distributed and fulfills the normality test criteria.

Multiple linear regression

Table 9. Multiple Linear Regression

Model	Unstandardized Coefficients		
	B	std. Error	
	(Constant)	2,237	1.156
1	Intrinsic Factors	.212	.056
	Extrinsic Factors	.353	.066

Table 9 above shows how to figure out the equation for multiple linear regression in this study: **House Purchase Decision = 2.237 + 0.212 intrinsic factors + 0.353 extrinsic factors + e**

Using the multiple linear regression equation, the explanation is as follows: A constant value of 2.237 indicates that if the intrinsic and extrinsic factors are both zero, the house purchase decision is approximately 2.237 units. The intrinsic factor coefficient value is 0.212, which implies that if the intrinsic factor value rises by one unit, the value of the house purchase decision increases by 0.212. The extrinsic factors have a coefficient value of 0.353, which implies that if the value of the extrinsic factors rises by one unit, the value of the home purchase decision increases by 0.353.

Hypotheses Tests

Table 10. Partial Test

Model	T	Sig.	
	(Constant)	3,487	.213
1	Intrinsic Factor	3.137	.001
	Extrinsic Factors	5,614	.000

The t-test results for each independent variable are shown in Table 10 above. The test results for the intrinsic factors suggest a t-count value of 3.137, more than t-table 1.66, and a significance level of 0.001 less than 0.05, indicating that the intrinsic factors have a significant impact on the decisions to purchase a home. The test results for extrinsic factors indicate a t-count value of 5.614 more than t-table 1.66 and a significance level of 0.000 less than 0.05, demonstrating that extrinsic factors have a significant impact on the decisions to purchase a home.

Table 11, Simultaneous Test

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1751.226	2	815563	173,329	.000b
	residual	720,132	94	7,653		
	Total	2721510	96			
a. Dependent Variable: Purchase decision						
b. Predictors: (Constant), customer motivation, customer experience, trust, social media marketing, product quality, price						

The F-count value is 173.329 more than F-table 2.31, with a significance level of 0.000, which is less than 0.05, as shown in Table 11. In this research, both intrinsic and extrinsic factors have a significant impact on the decision to purchase a home.

Coefficient of Determination Results

Table 12. Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.922a	.856	.712	3.215

Table 12 displays the findings of the determination coefficient, which provided an adjusted R square value of 0.712 (71.2%). This demonstrates that intrinsic and extrinsic factors account for 71.2% of the house purchase decision, whereas the remaining 28.8% is influenced by variables not investigated in this study.

DISCUSSION

The influence of intrinsic factors on house purchase decisions

The statistical results reveal that the intrinsic factors have a t-count value of 3.137, which is greater than the t-table value of 1.66, and a significance level of 0.001, which is less than 0.05, indicating that it can be concluded that the intrinsic factors have a positive and significant impact on house purchase decisions. This suggests that a consumer's level of motivation will play a significant role in determining whether or not to make a purchase in line with the desires and criteria established to complete the purchase. The existence of a positive customer experience will have a significant impact on defining the anticipated criteria for a future home purchase. With the existence of intrinsic factors that come from within the consumer as an activity to encourage potential buyers to make

choices about an object that is deemed attractive, good, and of high quality, positive emotional stimulation will be elicited, resulting in the optimal purchase decision for a particular object.

The influence of extrinsic factors on house purchase decisions

The empirical findings indicate that the extrinsic factor generates a t-statistic value of 5.614, which is more than the t-table value of 1.66 at a significance level of 0.000 and less than 0.05. It may be concluded that the extrinsic factor has a positive and significant influence on home purchase decisions. This implies that the purpose of promotional media, one of the most effective marketing tools available today, is to introduce prospective buyers to products and services through the use of visually appealing and high-quality images, as a sign of housing developers' commitment to finding a large number of buyers. The objective is to complete the intended and expectedly effective task. Obviously, suitable promotional media is necessary since it allows prospective items to be seen by potential buyers. Extrinsic factors that come from outside a prospective buyer will be the impetus that triggers a purchasing decision due to unusual interest and curiosity caused by multiple factors. Such as the promotion process, price, and quality of the housing that is built and prepared as a suitable place to live for the long term will undoubtedly trigger excessive trust in order to obsess over purchasing. Obviously, in a marketing strategy such as this, there must be an intensive approach to potential customers in order for them to feel comfortable and secure throughout the purchasing process.

There is a simultaneous effect of intrinsic and extrinsic factors on house purchase decisions

The F-statistic value of 173.329 is more than the F-table value of 2.31, with a significance level of 0.000, which is less than 0.05. On the basis of these results, it is reasonable to infer that both intrinsic and extrinsic factors have a significant influence on house purchase decisions. This indicates that both intrinsic and extrinsic factors are required to provide something for the perception of target buyers when deciding to purchase housing, with the housing marketing sector maximizing the encouragement of these two factors in order to implement the best strategy and generate excess profits from the business processes carried out. At the stage of selling housing units, different demographics and economic situations of buyers mean that a customized approach is needed to make sure that potential buyers are compelled to buy a housing unit from the Haus developer.

CONCLUSIONS AND SUGGESTIONS

In the contexts of Medan, North Sumatera, Indonesia, intrinsic factors have a significant influence on house purchase decisions at Haus developers. In order to raise the consumer's intrinsic factors in purchasing housing, developers should provide relevant and engaging information as requested by prospective homebuyers; this will ultimately boost emotional involvement in housing purchase decisions. Similarly, developers involved in residential property should create a system of advertising and education for customers to address housing wants as an essential aspect of daily life. In order to boost consumer trust, it is preferable for the marketing process to include a number of client testimonials from the past, so that future buyers will have a positive opinion. Extrinsic factors influence house-purchasing decisions in the city of Medan. To boost customer extrinsic value, the marketing process for properties should be expanded to encompass many social media platforms. Similarly, in order to increase product quality, residential property companies should produce quality, speed, and trustworthy structures in order to give customers long-lasting comfort. Consumers need low pricing with the highest quality, necessitating price modifications in the form of cash rebates and price reductions for each homebuyer. The current study has limitations; hence, it is necessary to develop it through further research related to several other variables to encourage consumer purchasing decisions in the housing sector.

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