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ANALYSIS OF INFLUENCING FACTORS ON HOUSING PURCHASE DECISIONS (CASE STUDY: PESONA BALI CITY VIEW RESIDENCE BANDUNG, WEST JAVA, INDONESIA)

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Abstract

The community is more likely to need a house that is in a place commonly referred to as "housing." Housing and other properties that can meet the needs of consumers will certainly have a high value, where the high demand for housing will be the trigger for economic growth, thus causing the need to pay attention to the variables that influence the purchase decision on housing. This research aims to analyze the factors that influence it. These factors are price, location, environment, and accessibility. Purposive sampling was used in this study, which included 174 respondents from Pesona Bali City View Residence Bandung. The analytical tool used in this research is multiple linear regression analysis using a questionnaire. The results of the research show that the influence of the independent variables (price, location, environment, and accessibility) on the dependent variable (purchase decision) is 73.6%. The results of the regression analysis show that simultaneously or simultaneously, the independent variable (X)



consisting of price, location, environment, and accessibility has a positive and significant effect on the dependent variable (Y), which is the purchase decision at Pesona Bali City View Residence Bandung. The results of the regression analysis show that, partially, the variables of price, location, environment, and accessibility have a positive and significant influence on the decision to purchase a house in Pesona Bali City View Residence Bandung. The most important factor influencing the decision to purchase a house at Pesona Bali City View Residence Bandung is the price.

Keywords: Price, Location, Environment, Accessibility, Purchase Decision

INTRODUCTION

Aside from clothing and food, other human needs include the need for a home. A person needs to protect themselves from various climates or weather. As a basic human need, a home is a condition for obtaining well-being, even becoming a measure of well-being (Suryana, 2018). This is also supported by Indonesian Law Number 1 of 2011, which states that everyone has the right to live in peace, both physically and mentally, to have a place to live, and to be in an environment that promotes a good and healthy life in forming the character and personality of the nation as part of the effort to develop the Indonesian people as a whole, self-identified, independent, and productive. Houses are meant to satisfy human needs for a comfortable, safe, and calm place to live, but nowadays home ownership is not only meant to fulfill the basic needs of a house but has become an alternative in line with the dynamic lifestyle of modern society. Based on the 2020 population census, the area with the largest population at the provincial level is West Java Province, with a total population of 48.22 million people. Thus, the demand for houses in West Java is increasing. One of the regions with the largest population in West Java is the Bandung region and its surroundings. Bandung and its surroundings have developed into an economic center, providing access to education, employment, tourism, and even a place to live. It also has a strategic location: being an educational center, an industrial center, a cultural center, having cool weather, and having various tourist attractions are factors that attract immigrants to make Bandung and its surroundings a place to live (Maryani, 2020).

According to the results of the Bank Indonesia Residential Property Price Survey (RPPP) in the fourth quarter of 2021, there was an increase in residential property prices from year to year, where the Residential Property Price Index (RPPI) was recorded at 1.47% (yoy) higher than in the third quarter of 2021, which was 1.41% (yoy). The data shows that there are still positive property price movements amid the pandemic. This also shows the continued increase in demand for residential property. Spatially, the highest RPPI growth occurred in Manado City

(7.34% yoy), Bandung (2.19% yoy), and Bandar Lampung (1.75% yoy). Thus, studying the factors that influence consumer decisions in choosing a house is interesting because buying a house involves a culture in which someone who is already married and has his/her own income should have his/her own home, as well as the social class or income level of these consumers (Handoko, 2016). Communities tend to need houses that are in a place commonly called housing. Housing and other properties that can meet consumer needs will almost certainly have a high value, and the high demand for housing will spur economic growth, necessitating attention to housing-related variables.

Price is a monetary unit or other measure (services and other goods) that is exchanged in order to obtain the right of ownership or use of a good or service (Tjiptono, 2015). There is a relationship between price and purchase decisions, i.e., price influences the decision to make a purchase. The higher the price, the lower the purchase decision; on the other hand, if the price is low, the higher the purchase decision (Kotler and Armstrong, 2018). A strategic location and a close distance will be an attraction for consumers to make a decision about using a product in the form of goods or services (Lupiyoadi, 2013). The environmental factor is one of the factors that cannot be ignored because this factor is one of the factors that determine whether the housing can be inhabited, such as its safety, cleanliness, equipment of public facilities, and others. One of the factors that is quite important in influencing someone's decision to buy a house is the ease of accessing a location, or what can be called the accessibility factor. According to Leksono et al. (2020), accessibility can be interpreted as a measure of comfort or convenience regarding the achievement of the location and its relationship with each other, or the ease or difficulty of the location in achieving transportation.

The object of this research is Pesona Bali City View Residence Bandung, which is housing with a cluster concept or one gate system. This housing is one of the ones located in the North Bandung Area, or rather, on Jl. Waruga Jaya, Ciwaruga, Parongpong District, West Bandung Regency, West Java. Pesona Bali City View Residence Bandung began to be built in the last quarter of 2017 and is still in the development stage in 2022. These housing units were constructed with a total of 338 units, which include 334 residential houses and 4 shop houses. Residential houses in Pesona Bali City View Residence Bandung are available in several types, namely types 45, 50, 55, 65, and 99. Of the 334 units of residential housing in Pesona Bali City View Residence Bandung, there are 17 that have not been sold and around 14 that are still under development. Pesona Bali City View Residence Bandung not only has competitive prices, a good environment, and accessibility but also has housing facilities that can be said to be very good. Starting with educational facilities, a cool environment and fully available health facilities become an added value offered by the developer.

From the list of house sales at Pesona Bali City View Residence Bandung that has been described by researchers, it shows that there is a decline in house sales at Pesona Bali City View Residence every year, especially in 2021. This is not in accordance with data on the growth of house sales in Indonesia provided by Bank Indonesia. The growth in house sales in Indonesia in 2021 should have increased from 2020, although it was not significant, but the house sales chart at Pesona Bali City View Residence Bandung did not show the expected results. In the sales concept, consumers buy a product because of various considerations that are adjusted to the conditions and characteristics of the consumers. However, the market did not respond well to the various attractions given to buyers, as seen by the large number of unsold residential units.

Research Problem

- Does Price, Location, Environment and Accessibility simultaneously have a significant influence on the decision to purchase a house in Pesona Bali City View Residence Bandung?
- Do the four factors (price, location, environment, and accessibility) have an impact on the decision to purchase a house in Pesona Bali City View Residence Bandung?
- What are the indicators that shape the four factors that influence the decision to purchase a house in Pesona Bali City View Residence Bandung?
- Which of the four factors have the most dominant in influencing the decision to purchase a house in Pesona Bali City View Residence Bandung?

Purpose of the research

Accordingly, the purpose of the research is:

- To find out and analyze the simultaneous influence of price, location, environment, and accessibility on the purchase decision-making of a house in Pesona Bali City View Residence Bandung.
- To find out and analyze the influence of the four factors (price, location, environment, and accessibility) partially on the purchase decision-making of a house in Pesona Bali City View Residence Bandung.
- To find out and analyze the indicators of the four factors that influence the decision to purchase a house in Pesona Bali City View Residence Bandung.
- To find out the most dominant factors influencing the decision to purchase a house in Pesona Bali City View Residence Bandung.

LITERATURE REVIEW

Consumer Behavior

According to Kotler and Keller (2016), consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Consumer behavior is a dynamic interaction between affect and cognition, behavior, and the environment where people perform exchange activities in their lives (Habib, 2012). There are three important ideas about consumer behavior: namely, dynamic behavior, which means that consumer behavior is always changing and moving. Consumer behavior also involves the interaction of affect (feelings), cognition (thoughts), behavior, and events in the environment, as well as exchanges between individuals. As a result, it is possible to conclude that consumer behavior focuses on individuals and households that engage in a decision-making process prior to purchase, as well as actions in acquiring, using, and consuming products. Although there are many influencing factors in understanding consumer behavior, it is a must for companies to understand consumer behavior so they can set their marketing activities more accurately.

Purchase Decisions

Consumers have an interesting diversity to study because they include all individuals of various ages, cultural backgrounds, educational levels, and other socioeconomic conditions. Therefore, it is very important to learn how consumers behave and what factors influence that behavior, one of which is the consumer's purchase decision. Sangadji & Sopiah (2013) stated that decision-making is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. The result of the integration process is a choice presented cognitively as a behavioral desire. The purchase decision is a decision that is influenced by the financial economy, technology, cultural politics, product price, location, promotion, physical evidence, people, and process. As a result, consumers develop an attitude in which they process all information and draw conclusions in the form of responses that appear to determine what products they buy (Alma, 2018). Therefore, it can be concluded that the purchase decision is a consumer's response to goods, services, ideas, or experiences, which is influenced by encouragement from oneself in the form of needs from others regarding the goods, services, ideas, or experiences that will be purchased. Purchase decisions are part of consumer behavior in terms of selecting, purchasing, and utilizing goods, services, ideas, or experiences to meet their needs and desires.

Price Factor

According to Tjiptono (2015), price is a monetary unit or other measure (services and other goods) that is exchanged in order to obtain the right of ownership or use of a good or service. The opinion is reinforced by the theory of Kotler and Armstrong (2016), which states that price is the amount of money charged for a product or service or the amount of value given to customers to get the benefit of owning or using a product or service. Price is the main factor that can influence the choice of a buyer; price plays a role in determining consumer purchases, so before setting a price, it is best for the company to see several price references for a product that is rated highly enough in sales (Andi, 2015). Therefore, it can be concluded that the price is the amount of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for a number of benefits by owning or using a product or service. A company should set an accurate and fast price for the product or service offered to create and capture customer value. Pricing set by competitors helps the company determine the price to be set. Companies should study the price and quality of each competitor. When a company is aware of a competitor's product offering, it will use it as a point of reference to determine its own price.

Location Factor

Tjiptono (2015) states that the location is the place where the company operates or where the company performs activities close to public places or other important places to produce goods and services that are economically important. This is also reinforced by the theory of Kotler and Armstrong (2018) that location is about choosing and managing the trade channels used to distribute products or services and to serve the target market. The criteria for an ideal housing location must be in accordance with the land allocation plan set out in the local regional spatial plan or other spatial planning documents set by local and regional regulations (Putra and Rahayu, 2015). Maryati (2018) argues that the selection of a residential location will generally try to be close to the location of the activity, but in the development of land use in urban areas, more emphasis is placed on the economic side of the land because the closer it is to the center of activity, the more intensive the land use that develops on it, thus influencing the selection of land allocation for housing developers. The decision to choose a strategic location will be an important one for a property developer, especially in housing, because more and more new housing is being built. The right location of a housing development will attract more consumers compared to housing that is not strategically located. As a result, it is possible to conclude that location is a decision where the company makes its business by operating the

correct and accurate location placement so that consumers have their choice in choosing or purchasing, which then affects the success of a product or service business.

Environmental factor

According to Indonesian Minister of Health Decision No. 829/Menkes/SK/VII/98, the environment is the physical, chemical, and biological conditions inside the house, in the home, and in the housing environment that allow residents to achieve an optimal level of health. The health requirements of housing and the residential environment are technical health provisions that must be met in order to protect residents and communities living in housing and/or the surrounding community. The definition of the environment above is supported by the statement of Khan et al. (2017), who divide the housing environment into a physical and social environment. Specifically, the physical environment consists of the physical characteristics and quality of the exterior of the building, its proximity to natural areas, physical disturbances (including pollution and noise), entrances, and maintenance standards, while the social environment consists of status, security, social relations, and lifestyle in the selected site. So it can be concluded that aspects of the physical environment can be divided into spatial and non-spatial elements. For most of the community, the environment has an important role in determining the decision to purchase housing. Especially for those who have a new family because the environment will shape the character of children and families, comfort and security also influence the buyer in determining the purchase of a house. In addition to the busyness of modern society with work, of course it needs a place to get rid of boredom and routine, which can only be realized in a housing environment because home is a place to rest and spend time with family (Parlindungan, 2020).

Accessibility Factor

According to Pranitasari and Prawira (2020), accessibility is a measure of the ease with which a location can be reached from other locations through the transportation system. This understanding is supported by Tjiptono (2015), who states that accessibility is a location that is accessible or easily accessible by public transportation. The level of accessibility can be measured by the availability of transportation and by the short distance traveled to achieve it. In addition to the distance factor, the ease of reaching the destination can also be influenced by other factors, such as the travel time factor, the cost factor, the land use intensity factor, and the income factor of the travelers (Sefaji et al., 2018). As a result, accessibility can be defined as the ease or comfort of a location in interacting with others, as well as the ease or difficulty of reaching that location via transportation, which also includes the convenience of time, cost, and effort in moving from other places to that location.

Conceptual framework

Schiffman and Kanuk (2008) in Habib (2020) stated that "consumer behavior" is the behavior shown by consumers to find, buy, use, evaluate, and consume products and services that they hope will satisfy their needs. Andi (2015) argues that price is the main factor that can influence the choice of a buyer, that price plays a role in determining consumer purchases, and that before setting a price, it is best for the company to see several price references for a product that is rated highly enough in sales. Rakhmanita (2017) stated that the price factor has the most dominant influence on purchasing decisions. Pranitasari and Prawira (2020) state that accessibility is a measure of the ease with which a location can be reached from other locations through the transportation system. The measure of affordability or accessibility covers the ease of time, cost, and effort involved in moving between places or areas. Parlindungan (2020), which states that the accessibility factor has a positive and significant effect on the purchase decision. As for what is a dependent variable, it is the housing purchase decision as a variable that is influenced or that is a consequence. The research hypotheses are as follows:

H1: Price, location, environment, and accessibility have a simultaneous influence on the decision to purchase housing at Pesona Bali City View Residence Bandung.

H2: Price has a significant influence on the decision to purchase housing at Pesona Bali City View Residence Bandung.

H3: Location has a significant influence on the decision to purchase housing at Pesona Bali City View Residence Bandung.

H4: The environment has a significant influence on the housing purchase decision at Pesona Bali City View Residence Bandung.

H5: Accessibility has a significant influence on housing purchase decisions at Pesona Bali City View Residence Bandung.

RESEARCH METHODS

Research design

In this research, the type of research used is quantitative, which is a research method based on the philosophy of positivism and used to research a specific population or sample through data collection using research instruments and quantitative or statistical data analysis with the aim of testing the established hypothesis. This research was carried out by using the survey method, which is a quantitative research method used to obtain data that happened in the past or present about the beliefs, opinions, characteristics, and behavior of variable relationships and to test some hypotheses about sociological and psychological variables. For a certain population, data collection techniques are combined with in-depth observations, and

research results tend to be generated (Sugiyono, 2018). This research is explanatory in nature, which means that it seeks to expose and explain the nature of a situation that is occurring at the time the research is being conducted and to analyze the position of the variables being studied as well as the relationship between other variables (Ghozali, 2013). This research was carried out at Pesona Bali City View Residence Bandung, located on Jl. Waruga Jaya, Ciwaruga, Parongpong District, West Bandung Regency, West Java.

Population and sample

The population of this research is all the owners of residential houses that have been sold in Pesona Bali City View Residence Bandung, totaling as many as 307 house units. Samples are used to help researchers overcome limitations in research, such as limited funds, time, and energy. Therefore, the sample should be representative of the research population. The criteria of the respondents who became the sample of this research are as follows:

- 1) The family head or the person authorized to represent the home owner at Pesona Bali City View Residence Bandung.
- 2) Homeowners who live at Pesona Bali City View Residence Bandung.

Sampling technique

In this study, probability sampling was utilized, which is a sampling technique that gives each element of the population an equal chance to be selected as a member of the sample (Ghozali, 2016). The Slovin formula is used in this study because the sampling number must be representative so that the research findings may be generalized, and the computation does not necessitate a table of sample numbers but can be done by simple formulas and calculations. Since there are 307 household heads in this study, the presentation of flexibility utilized is as much as 5%, and the calculation results may be rounded to obtain appropriateness. Based on the calculations above, the sample of 174 heads of household who became respondents in this study was adjusted. A sample from each of the 23 housing blocks of Pesona Bali City View Residence Bandung was collected. Each block is selected using proportional random sampling, which employs the proportional allocation formula.

Data collection

In this study, we deploy a questionnaire, which is a research instrument that consists of a series of questions designed to elicit relevant information from respondents. This study questionnaire has twenty closed questions with five variables. This enables researchers to gather quantifiable data.

ANALYSIS AND RESULTS

Characteristics of Respondents

Table 1: Characteristics of Respondents

Characteristics	Number of Respondents	Percentage (%)
Gender		
Man	159	91.4
Woman	15	8,6
Age (years)		
20-35	20	11.5
36-49	137	78.7
50 and above	17	9,8
Marital status		
Married	166	95.4
Single	8	4,6
Occupations		
Employees of state-owned enterprises and private enterprises	95	54,6
Civil servants	31	17,8
Self-employed	29	16,7
Other	19	10,9

The above data shows that the majority of people who make the decision to purchase a house in Pesona Bali City View Residence Bandung are male. Men are the heads of the family and have the obligation to meet the needs of the family, one of which is the need for a place to live, or a house. The data also shows that home owners who are 36–49 years old are the ones most likely to buy houses in Pesona Bali City View Residence Bandung. This is because the age range is productive, and most people at that age already have the stability to buy a house.

The results above further show that the most dominant married home owners purchasing homes in Pesona Bali City View Residence Bandung are married home owners. This is because a married person has the responsibility and obligation to have their own home for the comfort of their family. Homeowners who work as officers of state-owned enterprises or private officers are the most dominant in buying houses at Pesona Bali City View Residence Bandung.

Validity and Reliability Test

Table 2: Validity Test Results

Items	r-count	r-table	Information
Price (X1)			
X1.1	0.779	0.361	Valid
X1.2	0.789	0.361	Valid
X1.3	0.568	0.361	Valid
Location (X2)			
X2.1	0.941	0.361	Valid
X2.2	0.937	0.361	Valid
X2.3	0.941	0.361	Valid
X2.4	0.867	0.361	Valid
Environment (X3)			
X3.1	0.590	0.361	Valid
X3.2	0.685	0.361	Valid
X3.3	0.729	0.361	Valid
X3.4	0.585	0.361	Valid
X3.5	0.888	0.361	Valid
X3.6	0.701	0.361	Valid
Accessibility (X4)			
X4.1	0.939	0.361	Valid
X4.2	0.871	0.361	Valid
X4.3	0.853	0.361	Valid
Purchase Decision (Y)			
Y. 1	0.861	0.361	Valid
Y.2	0.938	0.361	Valid
Y.3	0.921	0.361	Valid
Y.4	0.959	0.361	Valid

The data in the above table reveals that all items are deemed valid, with r-count > r-table equal to 0.361. As a result, the item may be utilized for this study.

Table 3: Reliability Test Results

Variable	Cronbach Alpha	Information
X1	0.839	Reliable
X2	0.968	Reliable
X3	0.866	Reliable
X4	0.943	Reliable
Y	0.967	Reliable

The table 3 shows the value of Cronbach's alpha for all research variables, including price (0.839), location (0.968), environment (0.866), accessibility (0.943), and the purchase decision (0.967) > 0.6. It can be stated that the reliability test of the entire variable is reliable.

Normality test

Table 4: Normality Test Results

N = 174		Unstandardized Residuals
Normal Parameters	Means	.0000000
	std. Deviation	2.65867068
Most Extreme Differences	absolute	.056
	Positive	.056
	Negative	-.048
Test Statistics		.056
asympt. Sig. (2-tailed)		.200

The table above shows that the value of Asymp. Sig. (2-tailed) is 0.200 > 0.05. It can be concluded that the data is normally distributed.

Multicollinearity Test

Table 5 Multicollinearity Test Results

Model	Collinearity Statistics	
	tolerance	VIF
1	(Constant)	
	Price (X1)	.952 1,051
	Location (X2)	.918 1,089
	Environment (X3)	.396 2,522
	Accessibility (X4)	.398 2,513

The data in the above table explain the results of the multicollinearity test for the tolerance values of ($X1 = 0.952$), ($X2 = 0.918$), ($X3 = 0.396$), and ($X4 = 0.398$) > 0.01 and a VIF of ($X1 = 1,051$), ($X2 = 1,089$), ($X3 = 2,522$), and ($X4 = 2,513$) < 10 . Therefore, this research is free from multicollinearity problems.

Heteroscedasticity Test

Table 6: Heteroscedasticity Test Results

			Unstandardized residual
Spearman'srho	Price_X1	Correlation Coefficient	-.006
		Sig. (2-tailed)	.937
		N	174
	Location_X2	Correlation Coefficient	.037
		Sig. (2-tailed)	.625
		N	174
	Environment_X3	Correlation Coefficient	.032
		Sig. (2-tailed)	.678
		N	174
	Accessibility_X4	Correlation Coefficient	.035
		Sig. (2-tailed)	.651
		N	174
	Unstandardized residual	Correlation Coefficient	1,000
		Sig. (2-tailed)	.
		N	174

The above table shows the significance value, or sig. (2-tailed), from the price is 0.937, which means $0.937 > 0.05$. The significance value of the location is 0.625, which means $0.625 > 0.05$. The significance value of the environment is 0.678, which means $0.678 > 0.05$. The significance value of the accessibility is 0.651, which means $0.651 > 0.05$. In other words, the value of price, location, environment, and accessibility has a significance value greater than 0.05. It can be stated that there is no heteroscedasticity problem.

Multiple linear regression

Table 7: Multiple Linear Regression

Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	std. Error	Beta		
1	(Constant)	2,487	.945		2,632	.009
	Price_X1	.959	.049	.796	19,652	.000
	Location_X2	.125	.039	.129	3,232	.001
	Environment_X3	.130	.052	.151	2,483	.014
	Accessibility_X4	.222	.082	.165	2,694	.008

The above table shows the calculation of the multiple linear regression equation. It can be interpreted that all the independent variables of price, location, environment, and accessibility have different influences. The size of the price coefficient in influencing the purchase decision is 0.959; the coefficient of location in influencing purchase decisions is 0.125; the environmental coefficient in influencing purchase decisions is 0.130; and the coefficient of accessibility in influencing purchase decisions is 0.222.

Simultaneous Test

Table 8: Simultaneous Test (F-Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1184,736	4	296,184	133,967	.000
	residual	373,638	169	2,211		
	Total	1558,374	173			

The F-calculated value of 133,967 is greater than the F-table value of 2.42, and the significance of F is 0.000 or a lower sig value (0.05). Thus, it can be concluded that the independent variables (price, location, environment, and accessibility) simultaneously have a positive and significant influence on the dependent variable (purchase decision) of a house in Pesona Bali City View Residence Bandung. This means that price, location, environment, and accessibility are more decisive in making the decision to purchase a house in Pesona Bali City View Residence Bandung. Therefore, Pesona Bali City View Residence Bandung should pay attention to the factors of price, location, environment, and

accessibility in marketing and housing development so consumers are more interested in making purchasing decisions.

Partial Test

Table 7: T-test (Partial Test)

Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	std. Error	Beta		
1	(Constant)	2,487	.945		2,632	.009
	Price_X1	.959	.049	.796	19,652	.000
	Location_X2	.125	.039	.129	3,232	.001
	Environment_X3	.130	.052	.151	2,483	.014
	Accessibility_X4	.222	.082	.165	2,694	.008

The results of the partial testing show that for each variable (price, location, environment, and accessibility), the one that has the dominant influence on the decision to buy a house is the price variable (X1) with a t-calculated value of 19,652. Then in the next position, namely the location variable (X2) with a t-count value of 3,232, the accessibility variable (X4) with a t-count value of 2,694, and the last environmental variable (X3) with a t-count value of 2,483.

Determination Test

Table 8: Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.861	.741	.736	1,487

Table presents the adjusted R square obtained, which is 0.736, or 73.6%, which shows the ability of price variables, location, environment, and accessibility to explain the variation that occurs in consumer purchase decisions. 73.6%, while 26.4% are influenced by other variables that were not studied, such as lifestyle, reference group, and motivation. The remaining 22.8% was explained by variables outside the model that were not studied.

DISCUSSION

The effect of price, location, environment and accessibility on purchase decisions

The regression results show that price, location, environment, and accessibility have a positive effect on the decision to buy a house. It can be concluded that the independent variables (price, environmental location, and accessibility) simultaneously have a significant influence on the dependent variable (purchase decision) of a house in Pesona Bali City View Residence Bandung. This means that price, location, environment, and accessibility together are very decisive in making the decision to purchase a house in Pesona Bali City View Residence Bandung. This result is in line with Prihandoyo et al. (2015), who found simultaneously and partially that price, location, building, accessibility, and environment have a significant influence on purchase decision variables.

The effect of price on purchase decisions

According to the regression results, the price variable has a count value of 19,652 more than a table value of 1,974 or a sig value. The price variable is 0.000 lower than alpha 0.05. This means that the price variable has a significant and positive influence on the decision to buy a house in Pesona Bali City View Residence Bandung. In this research, the price variable is formed by three indicators: price affordability, price compatibility with house quality, and house price competitiveness. This means that if the price of the house offered is affordable, in accordance with the quality, and competitive, then the consumer will make a purchase decision. Based on the results of the survey, most of the home owners made the decision to buy a house in Pesona Bali City View Residence Bandung because of the quality of the building that matches the price offered. This is also related to the location of Pesona Bali City View Residence Bandung, which is located on the plateau of the city of Bandung, thus requiring housing developers to provide the best quality for the building in order to avoid disasters. The reason that made the home owner decide to buy a house in Pesona Bali City View Residence Bandung.

The effect of location on purchase decisions

The regression results show that partially the location variable has a t-calculated value of 3,232, which is greater than the t-table value of 1,974, or a sig value for the location variable of 0.000, lower than alpha 0.05, which means that the location variable has a positive and significant influence on the decision to purchase a house at Pesona Bali City View Residence Bandung. Burgess and McKenzie (1925), in Maryati (2018), said that the selection of a residential location will generally try to get close to the location of the activity, but in the development of land use in

urban areas, more emphasis is placed on the economic side of the land because the closer it is to the center of activity, the more intensive the use of the land that grows on it, thus influencing the selection of land allocation for housing developers. If a conclusion is drawn based on the regression results, it means that the closer the location of Pesona Bali City View Residence Bandung is to the center of activity or the city center, the more it influences someone to make a purchase decision at Pesona Bali City View Residence Bandung.

The effect of environmental on purchase decisions

According to the regression results, the environmental variable has a t-count value of 2,483 that is greater than the t-table value of 1,974, or a sig value. t for environmental variables of 0.000 is lower than alpha 0.05, so it means that environmental variables have a positive and significant influence on the decision to purchase a house in Pesona Bali City View Residence Bandung. For most of the community, the environment has an important role in determining the decision to purchase housing. Especially for a new family, because the environment will shape the character of the child and the family, comfort and security also influence the buyer in determining the purchase of a house (Parlindungan, 2020). If a conclusion is drawn based on the regression results, it means that the better the environment around Pesona Bali City View Residence Bandung, the more it influences someone to make a purchase decision at Pesona Bali City View Residence Bandung.

The effect of accessibility on purchasing decisions

According to the regression results, the accessibility variable has a count value of 2,694 that is greater than the t-table value of 1,974 sig values. The accessibility variable of 0.000 is less than alpha 0.05, meaning that the accessibility variable has a positive and significant influence on the decision to purchase a house in Pesona Bali City View Residence Bandung. The accessibility variable is formed by three indicators: good road surface conditions, ease of getting to the location, and smooth traffic. If a conclusion is drawn based on the regression results, it means that the better the accessibility of Pesona Bali City View Residence Bandung, the more it influences someone to make a purchase decision at Pesona Bali City View Residence Bandung.

CONCLUSION

The results of simultaneous hypothesis testing show that price, location, environment, and accessibility have a positive and significant influence on the decision to purchase a house in Pesona Bali City View Residence Bandung. This means that the purchase decision is

influenced by factors such as price, location, environment, and accessibility. The results of partial hypothesis testing show that the four factors—price, location, environment, and accessibility—have a positive and significant influence on the decision to purchase a house in Pesona Bali City View Residence Bandung. The price factor is formed by three indicators: price affordability, compatibility with the quality of the house, and the competitiveness of the house price. This means that if the price of the house offered is affordable, in accordance with the quality, and competitive, then the consumer will make a purchase decision. While the location factor is formed by four indicators, namely proximity to the city center, workplace, shopping center, and educational facilities, This means that if the location of the house offered is strategic, then the consumer will make a purchase decision. Then there are six indicators for the environmental factor: good air quality, a good garbage system, no 112 flood disasters, good water quality, good community relations, and good security. This means that if the home environment that is offered has a good physical and social environment, then the consumer will make a purchase decision. Then the last is the accessibility factor, which is formed by three indicators: good road surface conditions, ease of getting to the location, and smooth traffic. This means that if the accessibility to the offered house is good and smooth, then the consumer will make a purchase decision. Based on the results of partial testing, it can be concluded that price is the dominant factor in influencing the decision to purchase a house in Pesona Bali City View Residence Bandung with a t-calculated value of 19,652, which is greater than the t-table value of 1,974.

SUGGESTIONS

When buying a home at Pesona Bali City View Residence Bandung, the most important factor to consider is the price. It is recommended for housing property developers to build subsequent housing in order to be able to set prices that match the quality of the building and be competitive. Location is one of the value-forming variables, especially proximity to the city center and proximity to shopping centers, where the closer housing is to the city center and shopping center, the higher the price and value of housing. It is recommended that housing properties find a good place to build new homes, such as near the city center, a shopping center, or a place where people like to hang out. The environment is the variable with the most indicators; in other words, there are more environmental variables that should be researched, both in the social and natural environments. It is recommended for housing property developers who are building houses to choose a location with good air and water conditions, as well as being free from floods. Also, developers should set up a good security system and garbage system so that people who live in the housing feel safe and comfortable. Accessibility is one of

the important factors in consumers' purchasing decisions. It is recommended for housing property developers to ensure accessibility to the housing is easy to reach and has smooth traffic, as well as the condition of the road surface leading to the housing. Good road conditions and ease of access to housing can make housing more appealing to consumers and influence their purchasing decisions. For further researchers who will conduct research related to purchase decisions in order to dig into other factors and use other variables or add independent variables that influence purchase decisions, For example, facilities and promotion factors.

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