

THE INFLUENCE OF BUILDING QUALITY, HOUSING PRODUCT DEVELOPMENT, AND HOUSING LOCATION ON CONSUMER PURCHASE DECISIONS PT. BUKIT MAS INDO DEVELOPER (BMID)

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Abstract

The purpose of this study was to determine the influence of building quality, housing product development and housing location on consumer purchasing decisions of PT. Bukit Mas Indo Developer (BMID). This study uses a quantitative method, and data collection is collected by distributing questionnaires online to consumers of PT. Bukit Mas Indo Developer (BMID), with a sample size of 150 people. The data analysis techniques used are data quality testing, classical assumption testing, hypothesis testing, determination coefficient testing (R^2), and multiple linear regression analysis to determine the extent of the influence of independent variables on dependent variables with the help of SPSS 27 software. The results of the study indicate that building quality, housing product development and housing location have a significant effect on consumer purchasing decisions.

Keywords: *Building Quality, Housing Product Development, Housing Location, Consumer Purchasing Decisions.*

INTRODUCTION

Background

Housing area is one of the basic human needs after food and clothing. A house serves not only as a place to live but also as a symbol of well-being, security, and a person's socio-economic identity. Along with population growth and changing lifestyles, the need for housing in Indonesia continues to increase annually. This situation has driven the emergence of various housing forms and concepts, from simple houses to modern, technology-based and environmentally friendly residences.

The increasing need for housing is also influenced by rapid urbanization. According to data from the Central Statistics Agency (BPS), more than half of Indonesia's population now lives in urban areas, leading to increased demand for land and sharp increases in property prices. On the other hand, people's purchasing power does not always keep pace with these price increases, creating a gap between the need and the ability to own a home. This phenomenon has given rise to various financing schemes and innovative housing products, such as subsidized housing, vertical housing (apartments), and inclusive public housing programs.

Beyond economic factors, changes in people's lifestyles also influence housing preferences. Today's younger generation tends to prioritize practical, efficient, and technology-integrated housing (smart homes). Environmental factors are also receiving increasing attention, with growing awareness of the importance of sustainable and environmentally friendly housing development (green housing).

Given these dynamics, research on current housing needs is highly relevant for understanding how people determine housing choices, the factors that influence them, and how developer policies and strategies can address these needs. This study is expected to contribute to policymakers, property developers, and the community in formulating housing development directions that align with current socio-economic and environmental conditions.

In this increasingly rapid era, the property business in Merangin Regency, Jambi Province, has experienced significant growth in recent years. According to data from the Bangko Housing & Settlement Agency, by 2024, there will be 20 housing developers. One of these is PT. Bukit Mas Indo Developer (BMID), which already has four housing development sites. The advantage of this housing complex is its minimalist, ready-to-occupy housing facilities, while other housing complexes still require renovation and further finishing.

LITERATURE REVIEW

Building quality

Building quality is the alignment of a building's characteristics with the needs of the owner or user. Construction (project) quality is the alignment of the characteristics of the construction process with the needs of the building owner. Building quality is also something prospective consumers consider and pay attention to before purchasing a home. The better the quality, the stronger the potential consumer's desire to try and purchase the product. (Shalsabillah & Sugiyanto, 2022).

Product development

Product development is the process of transforming a product to meet consumer needs and desires. Product development involves transforming an existing product design into a new one to meet consumer needs. (Hermawan, 2023). Location is stating that the geographical position determined by the development company to build housing is called location. (Jatmiko, 2023).

Purchasing Decision

A purchasing decision is what consumers do when they learn about a product and decide to buy it. Whether a product is attractive or not can influence a consumer's purchasing decision. The more benefits a product offers, the greater the consumer's desire to buy. Purchasing decisions are crucial. (Sari, 2020). Purchasing decisions are the result of a series of consumer transaction stages, whether to purchase a product or not, influenced by aspects of price, quality, product completeness, and other components related to individual needs. These factors include competitive prices, satisfactory service, attractive promotions, complete product availability, and the visual impression of the store or sales platform. (Zebua et al., 2024).

Location

(Alkadri & Apriyono, 2024) Location is looking at the proximity or distance of one activity to another and what impact it has on each activity due to the proximity or distance of the location. Location theory is the science that investigates the spatial order of economic activities, or the science that investigates the geographical allocation of scarce resources, and its relationship to its influence on the location of various other businesses/activities, both economic and social.

(Haris & Maydiantoro, 2018), The study found that building quality influences consumer purchasing decisions to purchase housing. In addition, (Mentariyani, 2023 ; Haerulina & Triyunarni, 2020) found that housing product development and housing location influence consumer purchasing decisions on housing purchases. In this study, three independent variables will be tested: building quality, housing product development, and housing location. Furthermore, one dependent variable will be tested: consumer purchasing decisions. The tests conducted in this study yield the following hypotheses:

- H1: Building quality has a positive and significant influence on consumer purchasing decisions at PT. Bukit Mas Indo Developer. (BMID).
 H2: Housing product development has a positive and significant impact on consumer purchasing decisions at PT. Bukit Mas Indo Developer. (BMID).
 H3: Housing location has a positive and significant influence on consumer purchasing decisions at PT. Bukit Mas Indo Developer. BMID).
 H4: Building quality, housing product development, and housing location have a simultaneous and significant influence on consumer purchasing decisions at PT. Bukit Mas Indo Developer. (BMID).

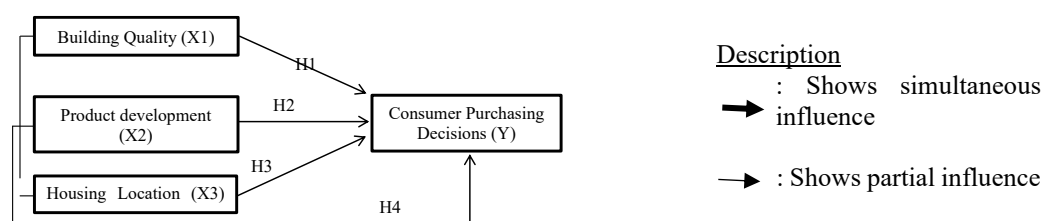


Figure 1. Thinking Framework

METHODOLOGY

This study employed a quantitative survey method to obtain information by distributing questionnaires to housing consumers of PT. Bukit Mas Indo Developer (BMID). The population in this study was 150 consumers of PT. Bukit Mas Indo Developer (BMID). The sampling technique used for this study was census/total sampling for purchases of Bukit Mas Residence and Ilabiah Residence. Therefore, this study used a sample of 150 people.

Data collection was conducted through an online questionnaire, accompanied by interviews to gain a deeper understanding. The questionnaire was designed to measure relevant variables, while the interviews provided an opportunity to explain the context and customer experiences in more detail. The resulting data were then analyzed using descriptive analysis methods using IBM SPSS Statistics version 27 software to analyze data quality tests, classical assumption tests, hypothesis tests, coefficient of determination tests, and multiple regression tests.

RESULTS AND DISCUSSION

Respondent Characteristics

The following are the results and analysis of this study which explain the characteristics of the research respondents..

Table 1. Respondent Characteristics

Classification	Characteristics	Percentage
Age	20 – 30 years	19%
	30 - 40 years	46%
	>40 years	35%
Gender	Men	67%
	Women	33%
Work	Civil Servants	25%
	Private Sector Employees	17%
	State-Owned Enterprise/Regional-Owned Enterprise Employees	11%
	Self-Employed/Private Business Owners	19%
	Traders	6%
	Students	5%
	Others	17%
Housing Name	Bukit Mas Residence I	9%
	Bukit Mas Residence II	9%
	Bukit Mas Residence III	35%
	Ilabiah Residence (Saat ini)	47%

Source: Data processed using SPSS 27, 2024

Based on the table above, it can be seen that the characteristics of the respondents for the most dominant age of the respondents are 30-40 years old as much as 46%, gender is male as much as 67%, occupation is civil servant as much as 25%, and the name of the company most purchased by consumers is Ilabiah Residence as much as 46.7%.

Validity Test

Validity testing is a test used to show the extent to which the measuring instrument used in a study measures what is being measured. (Sanaky dkk., 2021). A statement is said to be valid when the calculated r value of a data exceeds the table r value. With the formula $df = (n-2) = (150-3) = 147$ for a significance level of 5%, the resulting r table value is 0.202 based on the table r distribution.

Table 2. Validity Test Results

Variable	Statement	R Calculate	R Table	Description
Building Quality	Quality materials	0,423	0,160	Valid
	Selected materials	0,484	0,160	Valid
	Quality materials	0,527	0,160	Valid
	Permanent worker index	0,567	0,160	Valid
	Daily worker wages	0,448	0,160	Valid
	Permanent worker compensation	0,418	0,160	Valid

Housing Product Development	Building support strength	0,442	0,160	Valid
	Foundation resistance	0,487	0,160	Valid
	The foundation must be symmetrical	0,584	0,160	Valid
	Gravel soil	0,359	0,160	Valid
	Slightly fine sandy clay	0,328	0,160	Valid
	Clay soil	0,476	0,160	Valid
	Durability	0,531	0,160	Valid
	Availability of repairs	0,633	0,160	Valid
	Product features	0,521	0,160	Valid
	Equipment capital costs	0,522	0,160	Valid
	Production costs	0,450	0,160	Valid
	Product manufacturing costs	0,433	0,160	Valid
	Company competitiveness	0,624	0,160	Valid
	Company responsiveness to technological change	0,426	0,160	Valid
	Company speed in product development	0,524	0,160	Valid
	Design costs	0,479	0,160	Valid
	Labor costs	0,492	0,160	Valid
	Research and development costs	0,614	0,160	Valid
Location	Innovation capabilities	0,607	0,160	Valid
	Conceptual capabilities	0,459	0,160	Valid
	Customer service capabilities	0,611	0,160	Valid
	Connecting route flow	0,647	0,160	Valid
	Access to the location	0,597	0,160	Valid
	Main road access	0,634	0,160	Valid
	Surrounding area location	0,614	0,160	Valid
	Easily visible location	0,562	0,160	Valid
	Strategic location	0,504	0,160	Valid
Consumer Purchasing Decisions	Parking area	0,606	0,160	Valid
	Inner road of the complex	0,625	0,160	Valid
	Residential gate	0,645	0,160	Valid
	Purchasing goods	0,592	0,160	Valid
	Purchase services	0,494	0,160	Valid
	Purchase brands	0,498	0,160	Valid
	Brand image	0,520	0,160	Valid
	Product quality	0,632	0,160	Valid
	Brand uniqueness	0,575	0,160	Valid
	Shopping convenience	0,441	0,160	Valid
	Shopping area availability	0,492	0,160	Valid
	Complete inventory	0,495	0,160	Valid
	Problem recognition	0,508	0,160	Valid
	Information search	0,626	0,160	Valid
	Post-purchase behavior	0,580	0,160	Valid

Source: Data processed using SPSS 27, 2024

Based on the table above, all statement items for each variable obtained a calculated r value higher than the table r. This indicates that all statement items are considered valid.

Reliability Test

Reliability is an index that shows the extent to which a measuring instrument can be trusted or relied upon (Ono, 2020), a variable is said to be trustworthy if its Cronbach's Alpha value exceeds 0.60, conversely, a variable is said to be unreliable when its Cronbach's Alpha value is below 0.60.

Table 3. Reliability Test Result

Variable	Cronbach's Alpha	Alpha Value	Description
Building Quality (X1)	0,667	0,60	Reliabel
Housing Product Development (X2)	0,817	0,60	Reliabel

Housing Location (X3)	0,786	0,60	Reliabel
Consumer Purchasing Decisions (Y)	0,776	0,60	Reliabel

Source: Data processed using SPSS 27, 2024

From the table above, the Cronbachs Alpha results are obtained from the two variables of Instagram social media and product quality tested using SPSS 27. The results of the reliability test produce a building quality reliability coefficient of $0.667 > 0.60$, a housing product development coefficient of $0.817 > 0.60$, a housing location coefficient of $0.786 > 0.60$, and a housing purchase decision coefficient of $0.776 > 0.60$. Thus, all variable data are declared RELIABLE.

Normality Test

The Normality Test aims to test whether the dependent and independent variables in the regression model both have a normal distribution or not (Suwarno, 2018). The One-Sample Kolmogorov-Smirnov Test is used to analyze the normality of the residuals with a significance level of 0.05 and is processed using IBM SPSS Statistics 27.

Tabel 4. Normality Test Result

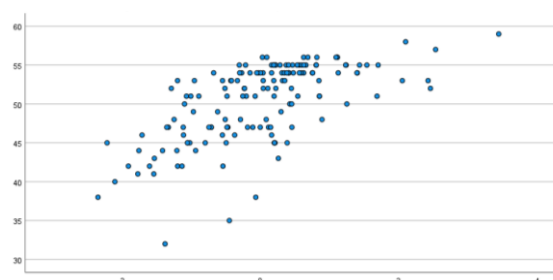
One Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		97
Normal Parameters ^b	Mean	.0000000
	Std. Deviation	3.43697101
Most Extreme Differences	Absolute	.043
	Positive	.043
	Negative	-.036
Test Statistic		.043
Asymp. Sig. (2-tailed) ^c		.200 ^d

Source: Data processed using SPSS 27, 2024

According to the results of the normality test, the value of the independent and dependent variables in a sample of 97 is 0.200. Due to the residual value being greater than the significance value, namely $0.200 > 0.05$, it can be determined that the data is normal.

Uji Heteroskedastisitas

The heteroscedasticity test aims to determine whether there is inequality in the variance of the residuals from one observation to another in the regression model. This study uses the Glejser test. If the significance coefficient value is greater than 0.05, heteroscedasticity does not occur, indicating that the regression model is homoscedastic (Huzaen, 2019). The test results can be seen in the regression relationship graph. If a certain pattern is formed by the points on the graph on the Y-axis, the data can be said to be identified as heteroscedasticity.



Source: Data processed using SPSS 27, 2024

Figure 2. Multicollinearity Test Results

In the analysis of the image above, it can be seen that the points follow the data along the line, this means that the normal distribution data does not deviate from the line so it can be said that heteroscedasticity has occurred.

Multicollinearity Test

The purpose of a multicollinearity test is to determine whether a regression model contains correlation between independent variables. A regression model is considered good if there is no correlation between the independent variables (Suparno, 2019). When the tolerance value is >0.10 and the VIF value is <10 , multicollinearity is considered absent. However, when the tolerance value is <0.10 and the VIF value is >10 , multicollinearity is present.

Table 5. Heteroscedasticity Test Results

Model	Collinearity Statiscs		Deskription
	Tolerance	VIF	
(Constant)			
1. Building Quality	0,961	1,040	No multicollinearity
Housing Product Development	0,662	1,511	No multicollinearity
Housing Location	0,681	1,468	No multicollinearity

Source: Data processed using SPSS 27, 2024

In table 4.15 above, it can be seen that the VIF value of the building quality variable is $1.040 < 10$, its tolerance value is 0.961 , housing product development is $1.511 < 10$, its tolerance value is 0.662 , and housing location is $1.468 < 10$, its tolerance value is 0.681 . So it is proven that the data does not experience multicollinearity.

T Test

According to Polla & Mananeke (2018), the T-test is used to determine whether an independent variable significantly influences the dependent variable. A variable will have a significant influence if its T-value is greater than its T-table value. In this study, the t-table and T-values will be matched at the 5% significance level.

1. If T-value $>$ T-table or the sig value <0.05 , it can be seen that there is an influence between the independent variable and the dependent variable.
2. If T-value $<$ T-table or the sig value >0.05 , it can be seen that there is no influence between the independent variable and the dependent variable.

Table 6. T-Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
1. (Constant)	0.864	4.250		0.203	0.839
Building Quality	0.204	0.070	0.159	2.910	0.004
Housing Product Development	0.502	0.055	0.606	9.175	0.000
Housing Location	0.207	0.081	0.167	2.570	0.011

Source: Data processed using SPSS 27, 2024

From the T-test results above, the T-table value has a significance of 0.05 with $df = n-k-1$, resulting in $df = 150-3-1 = 146$, resulting in a T-table result of 1.976 .

1. The significance value (sig.) for the building quality variable is <0.05 with a value of 0.004 , and the calculated T-value is $>$ T-table, with a value of $2.910 > 1.976$. Therefore, building quality can significantly influence consumer purchasing decisions at PT. Bukit Mas Developer (BMID).
2. The significance value (sig.) for the housing product development variable is <0.05 with a value of 0.000 , and the calculated T-value is $>$ T-table, with a value of $9.175 > 1.976$. Therefore, housing product development can significantly influence consumer purchasing decisions at PT. Bukit Mas Developer (BMID).

3. The significance value (sig.) of the housing location variable is <0.05 with a value of 0.011 and the calculated T value $> T$ table is a value of $2.570 > 1.976$. So it is said that the housing location can have a significant influence on consumer purchasing decisions at PT. Bukit Mas Developer (BMID).

F Test

According to (Hidayat, 2020), The F-test is used to determine the level of significance of the simultaneous influence of independent variables on the dependent variable. This test is conducted at a 95% confidence level with the following conditions:

1. If the significance level is >0.05 , H_0 is accepted; otherwise, H_a is rejected.
2. If the significance level is <0.05 , H_0 is rejected; otherwise, H_a is accepted..

Table 7. F Test Result

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2143.667	3	714.556	66.775	.000 ^b
	Residual	1562.333	146	10.701		
	Total	3706.000	149			

Source: Data processed using SPSS 27, 2024

From the results of the F_{test} above, the F_{count} value is 66.775 and the significance value is 0.000. with the F_{count} value of $66.775 > F_{table}$ ($df = n - k$) $150 - 3 = 147$ of 3.06 and the significance value of 0.000 < 0.05 , the variables of building quality, housing product development and housing location have a significant influence on consumer purchasing decisions.

Coefficient of Determination (R^2)

Coefficient of Determination (R^2) Essentially, it measures the model's ability to explain variations in dependent variables. The coefficient of determination is between zero and one. A small R^2 value means the independent variables' ability to explain variations in dependent variables is very limited. (Mansandra dkk., 2022).

Table 8. R^2 Test Result

	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1		0.761 ^a	0.578	0.570	3.271

Source: Data processed using SPSS 27, 2024

Based on table 8 above, it is known that the coefficient of determination (R^2) value obtained from the variables of building quality, housing product development, and location is 0.570 or 57.0%. The greater the value of the independent variables of building quality, housing product development, and housing location, the value of the dependent variable coefficient of purchasing decisions will also increase square. As much as 0.570 or 57.0% of the variation in purchasing decisions can be explained by the variables of building quality, housing product development, and housing location. While the remaining 0.43% can be explained by other things outside the research such as social, cultural, personal, and psychological factors.

Multiple Linear Regression Analysis

Linear regression is a statistical technique for creating models and investigating the influence of one or more independent variables on one response variable (dependent variable) using the linear regression statistical method (Yusuf, 2024).

Table 9. Results of Multiple Linear Regression Analysis

	Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficient Beta
	(Constant)	0,864	4,250	
1.	Building Quality	0,204	0,070	0,159
	Housing Product Development	0,502	0,055	0,606

Housing Location	0,207	0,081	0,167
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Source: Data processed using SPSS 27, 2024

From the table above, the regression that describes the influence of building quality, housing product development, and housing location on consumer purchasing decisions can be formulated as follows:

$$Y = 0,864 + 0,204X_1 + 0,502X_2 + 0,207X_3 + e$$

The constant value shows a positive value of 4.559. This means that if the Instagram social media variable and the product quality variable remain unchanged, the purchase decision variable will have a value of 4.559.

1. The constant value is positive at 0.864. This means that as the building quality, housing product development, and housing location variables increase, the purchase decision variable will also increase by 0.864.
2. The regression coefficient for the building quality variable is 0.204, which has a positive effect. This means that as the building quality variable increases, the purchase decision variable will also increase by 0.204.
3. The regression coefficient for the housing product development variable is 0.502, which has a positive effect. This means that as the housing product development variable increases, the purchase decision variable will also increase by 0.502.
4. The regression coefficient for the housing location variable is 0.207, which has a positive effect. This means that as the housing location variable increases, the purchase decision variable will also increase by 0.207.

The Influence of Building Quality on Consumer Purchasing Decisions

Based on the results of the partial test analysis (T-count) conducted to evaluate the influence of building quality on consumer purchasing decisions, the regression coefficient T-count value was greater than the T-table value. Therefore, building quality has a positive and significant impact on consumer purchasing decisions at PT. Bukit Mas Indo Developer (BMID), thus confirming the first hypothesis.

Therefore, it can be seen that building quality significantly influences consumer purchasing decisions at PT. Bukit Mas Indo Developer (BMID). Consumer purchasing decisions are significantly influenced by material quality, building strength, and the durability of the building foundation. This research finding aligns with the findings of (Haris & Maydiantoro, 2018), who found that building quality has a positive and significant influence on home purchasing decisions.who found that building quality has a positive and significant influence on home purchasing decisions.

The Influence of Housing Product Development on Consumer Purchasing Decisions

Based on the results of the partial test (Thitung), to evaluate the influence of housing product development on consumer purchasing decisions, the regression coefficient Thitung value was greater than Ttabel value and the significance value was less than the standard significance value. Thus, it indicates that housing product development has a positive and significant relationship with consumer purchasing decisions at PT. Bukit Mas Indo Developer (BMID), thus proving the second hypothesis correct.

Therefore, it can be seen that the influence of housing product development on consumer purchasing decisions at PT. Bukit Mas Indo Developer (BMID) is significant. Purchasing decisions are significantly influenced by the texture of flat land rather than embankment, as it requires less processing time before construction, and modern house design models such as large doors and windows using glass with modern aluminum or lightweight steel frames. This research finding aligns with the results of research (*RefMaulana Asikin, 2015*), which found that building quality has a positive and significant influence on purchasing decisions.

The Influence of Housing Location on Consumer Purchasing Decisions

Based on the results of the partial test (T-count), to evaluate housing location on consumer purchasing decisions, the regression coefficient T-count value was greater than T-table value and the significance value was less than the standard significance value. Thus, it indicates that housing location has a positive and significant relationship with consumer purchasing decisions at PT. Bukit Mas Indo Developer (BMID), thus confirming the third hypothesis.

Therefore, it can be seen that housing location significantly influences consumer purchasing decisions at PT. Bukit Mas Indo Developer (BMID). Consumer purchasing decisions are significantly influenced by

ease of access to public transportation and proximity to the city center, building strength, and the durability of building foundations.

This research aligns with research (Kurniawan, 2024), which found that housing location has a positive and significant effect on purchasing decisions. Research (Senggetang dkk., 2019), which found that housing location significantly influences consumer purchasing decisions.

The Influence of Building Quality, Housing Product Development and Housing Location on Consumer Purchasing Decisions

Based on the results of the simultaneous test (F-count), to evaluate housing location on consumer purchasing decisions, the regression coefficient F-count was greater than F-table and the significance value was less than the standard significance value. Thus, it indicates that building quality, housing product development, and housing location have a positive and significant relationship with consumer purchasing decisions at PT. Bukit Mas Indo Developer (BMID), thus confirming the fourth hypothesis.

Therefore, it can be seen that building quality, housing product development, and housing location significantly influence consumer purchasing decisions. Thus, it can be seen that consumer purchasing decisions are influenced by building quality, housing product development, and housing location. These findings are consistent with research (Ardila & Wahyuni, 2021), which also found that building quality, housing product development, and housing location significantly influence consumer purchasing decisions.

CONCLUSION

The results of research and hypothesis testing that have been conducted regarding building quality, housing product development, and housing location have a very large influence on consumer purchasing decisions at PT. Bukit Mas Indo Developer (BMID) and this can be a recommendation for housing developers to maintain building quality, building design and pay attention to the location that will be used for housing. It can be concluded that the results of the T test and F test are that building quality, housing product development and housing location have a significant and simultaneous influence on consumer purchasing decisions. In addition, these three variables greatly influence consumer purchasing decisions in purchasing housing.

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