FACTORS ANALYSIS OF DRIVE PURCHASE DECISION
ON MAPANGET GRIYA INDAH 4

ANALISIS FAKTOR-FAKTOR PENDORONG KEPUTUSAN PEMBELIAN
DI MAPANGET GRIYA INDAH 4
By

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Abstract: House as one of the human needs besides food and clothing. Every human needs a house for shelter and also a meeting place with family every day. Nowadays in North Sulawesi province, many estates were built. One of the most preferred by the people of Manado to buy a house is Mapanget Griya Indah 4. This study aims to analyze the factors that drive customer purchase decisions in the house at Mapanget Griya Indah 4. The population of this study is people who buy a house or are already living in Mapanget Griya Indah 4, with sample 100 respondents. The objective in this research is to analyze the factors that drive purchase decision of Mapanget Griya Indah 4. The method used in this research is a quantitative method by spread the questionnaires to obtain primary data. In this study the results and conclusions found to explain that there are sixteen variables that drive customer purchase decision, which then formed the six factors and there are four variables that do not significantly influence the purchasing decisions in Mapanget Griya Indah 4. Four variables were not significantly influence the purchasing decisions in Mapanget Griya Indah 4 are security, quality of the area, views & roads and price.

Keywords: customer purchase decision

Abstrak: *Rumah adalah salah satu kebutuhan manusia disamping makanan dan pakaian. Setiap manusia membutuhkan rumah untuk tempat berlidung dan tempat bertemu keluarga setiap hari. Pada waktu sekarang ini di Provinsi Sulawesi Utara, banyak tanah yang sedang dibangun. Dan salah satu yang paling disukai oleh penduduk Manado dalam membeli rumah adalah Mapanget Griya Indah 4. Penelitian ini bertujuan untuk menganalisa faktor pendorong keputusan pembelian dari Mapanget Griya Indah 4. Populasi dari penelitian ini adalah penduduk yang membeli rumah atau sudah tinggal di Mapanget Griya Indah 4, dengan sampel 100 responden. Tujuan dari penelitian ini adalah untuk menganalisa faktor pendorong keputusan pembelian dari Mapanget Griya Indah 4. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dengan menyebarkan kuesioner untuk mendapatkan data primer. Hasil dan kesimpulan dari penelitian ini ditemukan untuk menjelaskan enam belas variable yang merupakan pendorong keputusan pembelian, yang kemudian membentuk enam faktor dan ada empat variable yang tidak berpengaruh signifikan terhadap keputusan pembelian di Mapanget Griya Indah 4. Empat variable yang tidak berpengaruh signifikan terhadap keputusan pembelian di Mapanget Griya Indah 4 adalah keamanan, kualitas area, pemandangan & jalan dan harga.*

Kata kunci: keputusan pembelian pelanggan

INTRODUCTION

Research Background

Every human needs a house for shelter and also a meeting place with family every day. House as one of the human needs besides food and clothing. House as well as a means of Investment. Choosing a house is also a very important thing in order to be a decent place a long time with the family. One of the things that must be considered in choosing a home is on the strategic side, price, and the facilities. The development of company property and real estate at this point illustrates that property and real estate sector in Indonesia is rapidly growing business sector in real estate property. Business property and real estate it provides the opportunity and the chance to further develop and obtain great profits. Factors that cause the slowdown is the Government in this case is Bank Indonesia, still apply high interest rate regime, i.e. at the level of 7,5%.

PT. Axselindo Pratama is one of the developers housing that provides homes with various types. Housing marketing basically has similar attributes deals. PT. Axselindo Pratama try to give offer one of them is named Mapanget Griya Indah 4 Housing, where in the housing has the advantage of affordable price, attractive building design and strategic location. Currently the roads condition now is better than before. Mapanget Griya Indah 4 was open order for their new block because of too many demand from consumers. Mapanget Griya Indah 4 also close to the other restaurant such as Pondok Hijau Resto, Ikan Bakar Kawanua Resto, Bakso Bakar Malang. Now the mosques and church are being built for the people residing in the housing. Each business would have to evolve, as well as Mapanget Griya Indah 4, and for that they should to increase their purchase decision.

Research Objectives

Based on the fundamental problem that exist in this research the objectives of this research are as follows:
To analyze the factors that drive purchase decision of Mapanget Griya Indah 4.

THEORETICAL FRAMEWORK

Marketing

Marketing can be described as one of the functional areas of a business, distinct from finance and operation (Pearson, 2008: p.3). Marketing involves satisfying customer needs. If the marketer understands consumer needs, develops products that provide superior value, and prices, distributes, and promotes them effectively, these products will sell very easily. Thus, selling and advertising are only part of a set of marketing tools that work together to affect marketplace. Marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others (Kotler and Armstrong, 2005: p.5)

Purchase Decision

Purchasing decisions are processes that occur at the time before a consumer makes a purchase of a product. The consumer passes through 5 stages of the buying-decision process, such as: problem recognition, information research, evaluation of alternatives, purchase decision, and postpurchase behavior (Kotler and Keller, 2009: p.207).

5 Stages of Buying Decision Process
Problem Recognition

This is in general the first stage in which the consumer recognizes that what essentially is the problem or need and hence accordingly a consumer can identify the product or kind of product which would be required by the consumer (Kotler, 2000: p.98).

Information Research

In information search, the consumer searches about the product which would satisfy the need which has been recognized by the consumer in the stage previous to this one (Kotler,2000: p.98).

Evaluation of Alternatives

In this stage, the consumer evaluates the different alternatives which the consumer comes across, when the consumer was searching for information. Generally in the information search the consumer comes across quite a few products and thus now the consumer has to evaluate and understand which product would be properly suited for the consumer (Kotler, 2000: p.99).

Purchase Decision

After the consumer has evaluated all the options and would be having the intention to buy any product, there could be now only two things which might just change the decision of the consumer of buying the product that is what the other peers of the consumer think of the product and any unforeseen circumstances. Unforeseen circumstances for example in this case could be financial losses which led to not buying of the product (Kotler, 2000: p.100).

Postpurchase Behavior

After the purchase the consumer might just go through post purchase dissonance in which the consumer feels that buying the other product would be better. But a company should really take care of it, taking care of post purchase dissonance doesn't only spread good words for the product but also increases the chance of frequent repurchase (Kotler, 2000: p.100)

Previous Research

Nassar and Manoj (2015) Purchase Decision For Apartments : A Closer Look Into The Major Influencing Factors. The findings of the study have revealed that most of the customers considered Price as the most important factor because of its attribute Economy type and availability of minimum essential facilities.

Eze and Lim (2013) Indicators In the Purchase of Housing Properties. The results of this research are follows: Low risk of investment, inflation hedge, high property prices, high disposable income, access to finance for investors and low interest rates will have a positive influence on investors' decision to purchase a property.

Lonappan (2013) An Evaluation of Factors Influencing Customers Home Buying Decision. The study has found out that factors like space of house size, Freedom & individuality, down payment & Financing, Management and maintenance of service transportation facilities offered, Long term commitment and financial backing decide the future of the project.
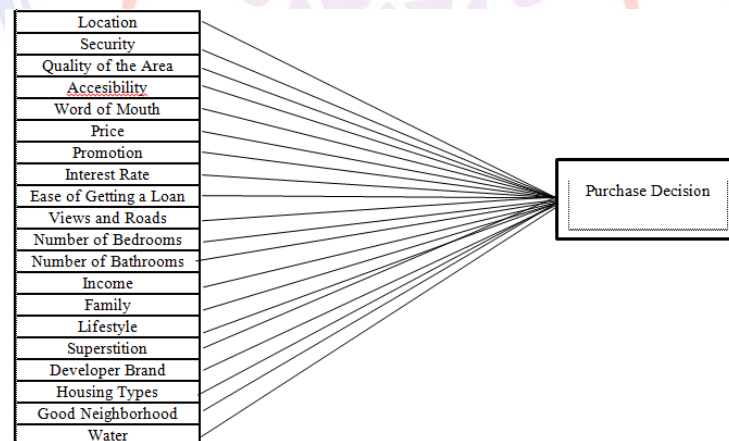
Conceptual Framework

Figure.1Conceptual Framework

RESEARCH METHOD

Type of Research

This research is a quantitative, which will reveal the factors that drive purchase decision of Mapanget Griya Indah 4. According to Aliaga and Gunderson (2002), quantitative research is an inquiry into a social problem, explain phenomena by gathering numerical data that are analyzed using mathematically based methods e.g. in particular statistics.

Place and Time of Research

The object of this research is Mapanget Griya Indah 4 with the period time from June 2017 - August 2017.

Population and Sample

The population of this research is all house buyers of Mapanget Griya Indah 4. In this research the number of sample size is 100 buyers of Mapanget Griya Indah 4.

Data Collection Method

Sugiyono (2014: p.193) defines primary data is source of data that directly provide the data to the collector. Primary Data originated by the researcher specifically to address the research problem through questionnaires. This research used secondary data. According to Sugiyono (2014: p.131) secondary data is the source of research data obtained by the researchers indirectly through an intermediary medium. Secondary Data collected for some purpose other than the problem at hand taken from books, journals, and relevant literature from library and internet.

Validity and Reliability Test

In this research, there are 100 questionnaires with 40 question that the result have been collected and have been tested with using validity and reliability test with the SPSS application. Validity is using Correlation index in Pearson product moment and Reliability is using Alpha Cronbach's.

Data Analysis Method

Validity of the data is not has the different between the data reported by the researchers with data that actually happened on the object of study. Validity test is used to analyze the data by spreading questionnaires (Sugiyono 2008: p. 455). Reliability is often defined as the consistency and stability data or finding from a positivistic perspective, reliability typically is considered to be the synonymous with the consistency of data produced by observation made by different times, by the same researchers at different times, or by splitting a date set in the two parts (Sugiyono 2008: p. 456). If the coefficient Alpha > significance level 60% or 0,6 then the questionnaire reliable. If the coefficient Alpha< significance level of 60% or 0,6 then the questionnaire is not reliable (Malhotra, 2014: p.318).

Factor Analysis Method

A Factor Analysis method to analyze a number of observation, seen from the side intercorrelation to get whether variations that appear in the observation that perhaps based on a number of basic categories fewer than apparent (Fruchter: 1954). There are two main types of factor analysis that are exploratory research and confirmatory research. Exploratory research is undertaken when not much known about the situation at hand, or no information is available on how similar problems or research issues have been solved in the past (Sekaran and Bougie, 2009; p. 103). According to Hutcheson and Sofroniou (1999; p.218), "Confirmatory factor analysis is a technique for modeling data using already identified latent variables, whereas exploratory factor analysis is a technique for initial identification of the latent variables".

RESULT AND DISCUSSION

Factor Analysis
Validity and reliability

In this research, to test the Validity of the data, researcher used Value Pearson Correlation. The requirement to determine the data is valid or not, it can be seen from result of Pearson Correlation data process. If the value of Pearson Correlation > 0.5 it means the statements is valid. If the value of Pearson Correlation < 0.5 it means the statement is not valid, it will be eliminated for further test and analysis. All statement in variable are valid, based on Pearson Correlation Value > 0.5 and the significant is < 0.05, we can conclude that all the statements are valid and can be used for further test and analysis.

The interpretation of Cronbach's Alpha is <0.6 indicates unsatisfactory internal consistency or consider that the data unreliable. 0.7 indicates that the data is acceptable. 0.8 indicates good internal consistency or consider that the data resulted is reliable.

Table 2. Reliability Statistics

Cronbach's Alpha	N of Items
.875	40

Source: Data Processed, 2017- IBM SPSS 22

Table 2 show that Alpha Cronbach is 0.875, which is above the acceptance limit of 0.6; therefore the research instrument is reliable.

Factor Analysis

There are 4 steps for doing factor analysis, (1) data collection method and generate of the correlation matrix, (2) extraction or initial factor solution, (3) rotation and interpretation, and (4) construction of scales or factor scores to use in further analysis. For this factor analysis, there are 20 variables in this research with 40 indicators.

Table 3. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,654
Bartlett's Test of Sphericity	Approx. Chi-Square	968,780
	Df	190
	Sig	0

Source: SPSS Output, 2017

The value of KMO and Bartlett's Test for correlation between required variables is > 0.5. The significance of the study was 0.05. From the above results obtained KMO value of 0,654, which means greater than 0.5. The result of calculation with SPSS resulted Bartlett's Test of Sphericity value of 968,780 with significance of 0.000. Thus Bartlett's Test of Sphericity meets the requirements because of significance below 0.05 (5%). With the result above, it can be said that the variables and samples are allow for further analysis.

Table 4. Measures of Sampling Adequacy

	Initial.
Location X_1	.680
Security X_2	860
Quality of the Area X_3	653
Accessibility X_4	827
Word of Mouth X_5	450
Price X_6	800
Promotion X_7	746
Interest Rate X_8	605
Ease of Getting a Loan X_9	700
Views and Roads X_{10}	844
Number of Bedrooms X_{11}	581
Number of Bathrooms X_{12}	545
Income X_{13}	.854
Family X_{14}	.858
Lifestyle X_{15}	.465
Superstition X_{16}	.537
Developer Brand X_{17}	.547
Housing Types X_{18}	.636
Good Neighborhood X_{19}	.525
Water X_{20}	.622

Source: SPSS Output, 2017

Based on Table 4 all the data that has been processed, the output from IBM SPSS Statistic are all the variables value is more than 0.5. Therefore all the 20 variables are correlated to process for the further test and analysis.

Table 5. Communalities (Principal Component Analysis)

Initial	Initial	Extraction
Location	1.000	0.515
Security	1.000	0.638
Quality of the Area	1.000	0468
Accessibility	1.000	0.523
Word of Mouth	1.000	0.594
Price	1.000	0.526
Promotion	1.000	0.491
Interest Rate	1.000	0.796
Ease of Getting a Loan	1.000	0.727
Views and Roads	1.000	0.602
Number of Bedrooms	1.000	0.852
Number of Bathrooms	1.000	0.843
Income	1.000	0.619
Family	1.000	0.608
Lifestyle	1.000	0.664
Superstition	1.000	0.896
Developer Brand	1.000	0.662
Housing Types	1.000	0.911

Source: SPSS Output, 2017

Based on the table 5, can be seen from the result of extraction, that the variance at Variables 1 is 0.515, it means that 51,5% variance from variable 1 can explained by factors to be formed. Variable 2 is 0.638 it means 63,8% variance of variable 2 can be explained by factors to be formed. And so on until variable 20.

In total variant explained, from 20 variables that formed 6 components. For the 1st factor which formed will explain 27.809 variation of data, second factor factors is 9.533, third factor is 9.179, fourth factor is 7.718, fifth factor is 6.670 and the sixth factor is 5.856 variation of data. The variance can be explained by the factor 1 is 5.562 / 20 x 100 =27.809, factor 2 is 1.907 / 20 x 100=9.533, factor 3 is 1.836 / 20 x 100=1.836, factor 4 is 1.544 / 20 x 100=7.718, factor 5 is 1.334 / 20 x100= 6.670, factor 6 is 1.171 / 20x100 =5.856. Thus, since the value of Eigenvalues is set 1, the total value to be taken is that > 1 is component 1 until 6. Once we know that the maximum factor that can be formed is 2, then we make the determination of each independent variable will go into factor 1 or the other factor.

Table 6. Component Matrix[2]

	Component					
	1	2	3	4	5	6
Location	.384	-.307	-.099	.030	-.057	.509
Security	.749	-.012	.121	-.087	176	.155
Quality of the Area	.225	-.503	.340	.012	-.211	.065
Accessibility	.403	-.189	.359	.052	.176	.403
Word of Mouth	.074	.248	.061	-.022	.688	.221
Price	.556	.189	-.202	-.038	.075	.365
Table 6. Component Matrix (continue)						
Promotion	.475	.067	-.073	-.467	.186	.052
Interest Rate	.619	-.145	-.448	-.435	-.012	-.042
Ease of Getting a Loan	.654	-.124	-.369	-.384	.021	-.009
Views and Roads	.621	-.244	-.281	.110	-.202	-.155
Number of Bedrooms	.411	.729	-.121	.085	-.307	.191
Number of Bathrooms	.352	.717	-.184	.173	-.370	.066
Income	.583	-.291	-.057	.264	-.300	.175
Family	.439	-.107	.318	.510	-.170	.119
Lifestyle	.484	.127	-.096	.477	.414	-.073
Superstition	.595	.005	-.179	.484	.373	-.370
Developer Brand	.599	-.318	-.306	.149	-.048	-.290
Housing Types	.693	.187	.541	-.210	-.057	-.236
Good Neighborhood	.458	.082	.618	-.141	-.020	-.038
Water	.664	.163	.373	-.219	-.052	-.376

Source: SPSS Output, 2017 Extraction Method: Principal Component Analysis

Based on the data output of component matrix table, it can be determined how big the correlation of each variable with the factor that has been formed. The component result are appropriate and variables have be correlated to each variable. This table contains components loading, which are the correlation between the variable and component. There still variables that have no significant difference with some other indicators and there is still a value of loading or a large correlation of less than 0.5. Therefore it is necessary to rotate factors to clarify the position of these variables. From this data result there is no variables are eliminated yet.

Table 7. Rotated Component Matrix

Component						
	1	**2**	**3**	**4**	**5**	**6**
Location X_1	.289	-.100	.008	.649	.020	.000
Security X_2	.419	.425	.262	.404	.117	.191
Quality of the Area X_3	-.003	.270	-.032	.443	-.322	-.307
Accessibility X_4	.042	.294	.050	.605	-.086	.244
Word of Mouth X_5	.037	.035	.143	.017	-.006	.756
Price X_6	.415	.044	.140	.357	.393	.223
Promotion X_7	.595	.283	-.032	.042	.055	.225
Interest Rate X_8	.870	.065	.121	.071	.061	-.103
Ease of Getting a Loan X_9	.815	.121	.151	.127	.074	-.055
Views and Roads X_{10}	.446	.082	.431	.233	.085	-.386
Number of Bedrooms X_{11}	.105	.160	.039	.047	.900	.030
Number of Bathrooms X_{12}	.049	.101	.115	-.046	.899	-.088
Income X_{13}	.210	.087	.298	.579	.131	-.355
Family X_{14}	-239	.279	.368	.533	.142	-.182
Lifestyle X_{15}	.035	.074	.729	.151	.159	.279
Superstition X_{16}	.151	.138	.919	.017	.055	.076
Developer Brand X_{17}	.445	.066	.567	.142	-.058	-.338
Housing Types X_{18}	.194	.908	.128	.197	.150	-.018
Good Neighborhood X_{19}	.000	.753	-.014	.219	.031	.060
Water X_{20}	.278	.808	.207	-.047	.122	-.090

Source: SPSS Output, 2017

Based on the output of table 7 for Variable X2, X3, X6 and X10 the loading value is < 0.5 it means that the variable is eliminated for the next research and analysis. For the variable 7, 8, 9 is included in factor 1, because the loading value is more than 0.5. For variable 18, 19, 20 is included in factor 2, for variable 15, 16, 17 is included in factor 3, for variable 1, 4, 13, 14 is included in factor 4, for variable 11 and 12 is included in factor 5, for variable 5 is included in factor 6.

Result of Regression Analysis
This research aim to answer research question what are the factors that drive purchase decision.

Table 8. Regression Models and Variables

Regression Model	Factor	Variable
First Factor	Marketing Stimuli	Promotion, Interest rate, Ease of Getting a Loan
Second Factor	Customer Needs	Housing Types, Good Neighborhood, Water
Third Factor	Personal Life	Lifestyle, Superstition, Developer Brand
Fourth Factor	Customer Satisfaction	Location, Accessibility, Income, Family
Fifth Factor	Hedonic Pricing	Number of Bedrooms, Number of Bathrooms
Sixth Factor	Word of Mouth	Word of Mouth

Source: Data Processed, 2017

Discussion

Total respondent is 100 people. For the sampling technique for this research was purposive sampling. The result of this research, based on Rotation Component Matrix there are 4 variable that eliminated (X2,X3,X6,X10) from the test and 16 variables that have value above 0.5 which mean they correlated to a factor that finally conducted. Based on the result of the output from the 16 variables there are 6 factors that finally conducted. It caused by the eigenvalue above 6 components in Principal Component Analysis. That's why the factoring process is only in 6 factors.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the analysis and discussion, there are 6 factors that drive customer Purchase Decision of Mapanget Griya Indah 4. First factor is Customer Decision Making, second Factor is Customer Purchase Decision, the third factor Personal Life, fourth factor is Customer Satisfaction, fifth factor is Hedonic Pricing and the last factor is Word Of Mouth.

1. Marketing Stimuli

   Marketing stimuli is a form of physical, visual or verbal communication that can affect the response of individuals. The dependent variable Marketing Stimuli is the first factors that drive the Purchase Decision of Mapanget Griya Indah 4, and for the Independent variable are: Promotion, Interest Rate, Ease of Getting a Loan.

2. Customer Needs

   Customer needs is the desire of customer goods or services that can satisfy physical and spiritual needs. Customer needs have a relationship with purchase decision. Customer decide to buy something because the goods or service is one of the needs. The dependent variable Customer Purchase Decision is the second factors that drive the Purchase Decision of Mapanget Griya Indah 4, and for the Independent variable are: Housing Types, Good Neighborhood, Water.

3. Personal Life

   Personal life is a person's life path or groove. Personal life covers about work, family, education, finance, and so forth. The dependent variable Personal Life is the third factors that drive the Purchase Decision of Mapanget Griya Indah 4, and for the Independent variable are: Lifestyle, Superstition, Developer Brand.

4. Customer Satisfaction

   Customer satisfaction is a result or response to consumer behavior in the form of purchase evaluation of goods or services perceived (product performance) compared with consumer expectations. The dependent variable Customer Satisfaction is the fourth factors that drive the Purchase Decision of Mapanget Griya Indah 4, and for the Independent variable are: Location, Accessibility, Income, Family.

5. Hedonic Pricing

   Hedonic Pricing is a model identifying price factors according to the premise that price determined both by internal characteristics of the good being sold and external factors affecting it. The dependent variable Hedonic Pricing is the fifth factors that drive the Purchase Decision of Mapanget Griya Indah 4, and for the Independent variable are: Number of Bedrooms, Number Of Bathrooms.

6. Word Of Mouth

   Word of mouth can be defined as a "face-to-face communication between parties known to each other, and trustworthiness can be more easily built on familiarity; thus, the information conveyed is more likely to be used in purchase decision-making". The dependent variable Word Of Mouth is the sixth factors that drive Purchase Decision of Mapanget Griya Indah 4, and for the Independent variable is: Word Of Mouth.

Recommendation

With the respect to the sixteen variables simultaneously affect the purchasing decision at Mapanget Griya Indah 4, which include: location, accessibility, word of mouth, promotion, interest rate, ease of getting a loan, number of bedrooms, number of bathrooms, income, family, lifestyle, superstition, developer brand, housing types, good neighborhood and water, it is suggested that in order to developer more increase attention

to these variables then customers are more interested in buying a house or making purchase of house back so that resulting enhancement of selling house. For purchasing decision, this study given six factors that drive people to make purchase decision of house at Mapanget Griya Indah 4. So, it is highly recommended to consider the six factors with the sixteen variables in order to get more customers to buy a house. Among the sixteen variables the top five with highest factor loadings is: Superstition, the shape of the Mapanget Griya Indah 4 should be reduced to make the sales number increase against any angle. Housing types, the type of house in Mapanget Griya Indah 4 should be more varied to make buyers attracted in choosing a house. Number of Bedrooms, the number of bedrooms should be added to make buyers calm if they have too much families at home. Number of Bathrooms, the number of bathrooms should be added to make it easier for buyers if they are in hurry to do their activities in the morning. Interest Rate, interest rates should be noticed and if it can be reduced again to prosper the house buyers.

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