

**EVALUATING CONSUMER PURCHASE BEHAVIOR
OF CITRALAND RESIDENTIAL MANADO***MENGEVALUASI PERILAKU PEMBELIAN KONSUMEN
DARI PERUMAHAN CITRALAND MANADO*

By:

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ABSTRACT: *The house is a building that serves as the place or residence and mean of gathering the family. Citraland manado, in north sulawesi is a part of Ciputra Group, this company try to introduce modern and elegant housing in North Sulawesi. Citraland has become a renowned housing estate in North Sulawesi especially in Manado, with offers of homes built with trusted architect, beautiful landscape, as well as adequate and guaranteed environmental safety. This resarch aim's to evaluate the importance and performance of Consumer Purchase Behavior Of Citraland Residential Manado. Consumer behavior is a process on the interaction between customers and producers at the time of purchase the product or services. Based on Consumer Purchase Behavior there are variable within, which is: Structure, Geographical, Environment, and Economic. The sample size of this research is 100 respondents. The result on this study shows that window display placed in quadrant I there are no variables in this quadrant. In quadrant II that shows Structure and Environment in this position. In quadrant III there are Geographical and Economic. While, in quadrant IV there is no variable in this quadrant. So, related with the findings in this research.*

Keywords: *consumer purchase behavior, structure, geographical, environment, economic, importance performance analysis*

ABSTRAK: *Rumah adalah sebuah bangunan yang berfungsi sebagai tempat berkumpul keluarga. Citraland Manado, Sulawesi Utara adalah bagian dari Ciputra Group, perusahaan ini mencoba untuk memperkenalkan perumahan yang moderen dan elegan di sulawesi utara. Citraland telah menjadi kompleks perumahan terkenal di sulawesi utara terutama di Manado, dengan menawarkan rumah yang dibangun dengan arsitek terpercaya, pemandangan yang indah, serta keamanan lingkungan yang memadai dan dijamin. Penelitian ini bertujuan untuk mengevaluasi kepentingan dan kinerja dari perilaku pembelian konsumen di perumahan Citraland Manado. Perilaku konsumen adalah sebuah proses pada interaksi antara produsen dan pelanggan pada saat membeli produk atau jasa. Berdasarkan perilaku pembelian konsumen ada beberapa variabel didalamnya, yaitu: struktur, geografis, lingkungan, dan ekonomi. Ukuran sampel dari penelitian ini adalah 100 responden. Hasil studi ini menunjukkan bahwa jendela layar di kuadran I dan tidak ada varabel didalam kuadran ini. Di kuadran II yang menunjukkan struktur dan lingkungan dalam kuadran ini. Di kuadran III menunjukkan geografis dan ekonomi. Sementara di kuadran IV tidak ada variabel di dalam kuadran ini. Jadi, hasil yang ada sesuai dengan penelitian yang dibuat.*

Kata kunci: *perilaku pembelian konsumen, struktur, geogeafi, lingkungan, economic, analisa kepentingan dan kinerja*

INTRODUCTION

Research Background

A house has become one of the main needs for human beings. The shape of the house is now beginning to vary because it has evolved with innovations that follows each era. Few of us think that a house is just a building that is built and occupied but for other people want the house built and adapted to the current era and also fit with the place or the surrounding environment. A house becomes important for human survival because it is a place for shelter and also a place to live for a family. The construction of a house requires materials that have quality in order to have strong and safe building resistance from all climates.

With the present offer of affordable housing, many people prefer to live in residential areas because it is practical, safe and affordable. In this era that is full of activities spurs people to think and choose on instant in order to not to disrupt the business that exists. In this era many groups or individuals want to make home-making as a business and start offering various types of houses that have been adapted to the existing price.

The development of existing housing in Indonesia itself has been rapidly increasing, but there are a few of districts of the city in Indonesia whose style of housing is still lagging in the city districts in the metropolitan area. Some existing housing in Manado have been innovating to keep up with this era. The construction is also adapted to the climate, soil structure and environment. In other words, the housing development in Manado is running well as it concerns the important aspects in housing development (Alma, 2006; p. 179).

Purchasing behavior is represented by a range of activities that cannot be watched constantly. However, it is only expressed when making a purchasing decision, as well as the actions that precede. The virtual and final behavior of the individual, are interacting and overlapping and may be long-lasting. Other times, virtual behavior only lasts for a short period and then ends and disappears. This means that the purchasing decision process is what identifies the behavior.

Consumer behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behavior focuses on how individuals make decisions to spend their available resources on consumption related items. That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase, the impact of such evaluations on future purchases, and how they dispose of it.

Determining a decision to choose a desired item, customers should take a close look and consider carefully, for example, purchasing products like houses. In this research the object of Citraland is very famous for its quality and adequate facilities as a property business when it comes to house sales. Purchase behavior is the right method to measure the interest of consumers to evaluate and purchase products.

Research Objective

To evaluate the importance and performance of Consumer Purchase Behavior Of Citraland Residential Manado.

THEORETICAL REVIEW

Marketing

Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customers relationship in ways that benefit that organization and its stake holders (Kotler, 2006: p. 6). According to Kotler and Armstrong (2008) "Marketing by which companies create value for customer and build strong customer relationship in order to capture value from customer in returns. Burn and Bush (2006: p. 4) defined marketing as an organization function, not a group of person or separate entity within the firm. American Marketing Association Board of Directors (2013) define marketing as the activity, set of institutions, and process for creating, communicating, delivering, and exchanging offerings that have value for customers, client, partners, and society at large.

Consumer Purchase Behavior

According to Schiffman and Kanuk (2007; p. 3), consumer behavior is the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. Engel, David and Roger (1968; p. 8), stated that consumer behavior is defined as the acts of individuals directly involved in obtaining and using economic good services including the decision process that precede and determine these acts.

According to Kotler (2005; p. 138), stated that consumer behavior is the buying and learning behavior of final consumers individuals and households who buy goods and services for personal consumption.

According to Ebert and Griffin (1995), consumer behavior can be described as a consumer to make a decision about a product that is purchased and consumed. Consumer behavior theory explained by Schiffman and Kanuk, (2000), is the behavior that customer display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas they expect they will satisfy needs.

The field of consumer behavior covers a lot of ground: it is the study of the process involved the individuals or group select, purchase, use or dispose of products, services, ideas, or experiences to satisfy needs and desires (Solomon, 2013; p. 31). Based on the several definitions, consumer behavior is a process on the interaction between customers and producers at the time of purchase the products or services.

Consumer Behavior is affected by certain aspects depending on the item a consumer is anticipating to purchase. In this case, the item consumers anticipate to purchase is a house. In this research, there are four factors that can be considered by consumers that effect the purchasing of a house in Citraland Manado.

Structural Factor

Area construction was born to meet the customers' needs of detached housing. Detached houses with top-grade accessories surrounded by their own yards are at the top of the housing-related customer wish list. We build in areas for detached house companies close to urban areas and cities. The interiors of the apartments are elegant and functional. The modern architecture and refined workmanship give these homes added value that is sure to be noticed. This means that the standard of outcome will vary in accordance with many factors. As a result, an extraordinary amount of work must be done early on to specifically define all aspects of the standards for construction both in the Employers Requirements and in the correct Specification which is written into the contract, and all of this before the actual start on site and the construction process begins. Otherwise, subjective evaluations will prevail after the conclusion of a project (Dawson, 2016).

Geographical factor

According to Turner (1976; p. 151), the House has two meanings as a noun (product/commodity) and as a verb (process/activity). The House as a noun indicates that a residence (House and land) as a result of the production or commodity, while as a verb indicates a process and human activity that occur in the construction as well as during the process of inhabit it. In other words, the House as a product or commodity is more directed at the measurement criteria of physical standards of home while in the sense of the House as the process of measurement criteria activity factor is fulfillment.

Environment Factor

The environment affects our health in a variety of ways. The interaction between human health and the environment has been extensively studied and environmental risks have been proven to significantly impact human health, either directly by exposing people to harmful agents, or indirectly, by disrupting life-sustaining ecosystems. Personal selling takes place when marketer or sales representative sells products or services to clients.

Economic Factor

In sector of Real Estate, according to (Barlowe, 1978), The development, management, and use of land resources can be approached in a logical and straightforward manner. What can and should be done depends on what is technically, physically, and biologically possible and on considerations as to what is economically feasible and institutionally acceptable. This third edition of Land Resource Economics presents a systematic description of the basic economic concepts that motivate and affect individuals in their use and possession of land and real estate resources.

Previous Research

The First article by Ibrahim Mohammed Khrais (2016) about Purchasing Behavior Of Housing Apartment. The housing sector in Jordan is characterized as a private sector activity and primarily as an individual activity. However, the public sector plays an important role for some of the employees' citizens' categories. This role supervises the sector and the organizer of the General Organization for Housing and Urban Development.

The Second article by, Nyakwende, Banamah and Jappie (2015) about Identifying the dominant factors that influence the buyers to buy an apartment will be helpful to develop real estate marketing strategies and model that ultimately attract the customers, ensure customers' satisfaction as well as sustainable development of the industry.

The Third article by Al-Nahdi, Ghazzawi and Abu Bakar (2015) about Understanding factors that affect the real estate market are found to be very important and crucial due to the inability of the Utility Theories which have been used to study consumer behavior to provide convincing explanations to understand the market.

Conceptual Framework

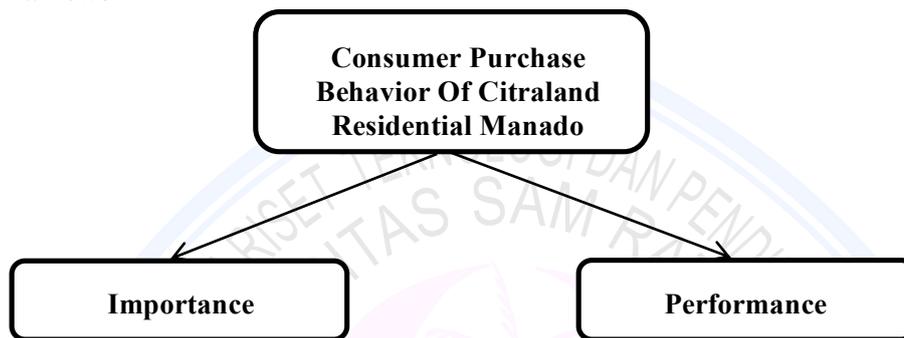


Figure 1. Conceptual Framework
Source: Articles and Journals (2018)

This research is conducted to see the importance and performance of Consumer Purchase Behavior Of Citraland Residential Manado.

RESEARCH METHOD

Type of Research

This research is the descriptive study with a quantitative approach. Descriptive research is used to describe characteristics of a phenomenon being studied. The method used in this research is Importance and Performance Analysis (IPA).

Place and Time of Research.

This research had been conducted in Manado with the period time from January – April 2018.

Population and Sample

The population needs to be determined before collecting data. Population is all members of a defined group that possess some common characteristic defined by the sampling criteria established by the researcher. According to Hanlon and Bret Larget (2011; p. 7) population is all the individuals or units of interest, typically there is not available data for almost all individuals in a population. The population in this research is all customers of Citraland Manado. Sample Size is the amount of people questionnaire will be distributed to. According to Sekaran (2003; p. 267), sampling is the process of selecting a sufficient number of elements from the population, so that study of the sample and an understanding of its properties of characteristics would make it possible for the researcher to generalize such properties or characteristics to the population elements.

Operational Definition

There are four variables of purchase behavior which is structural, geographical, environment, and economic that has their own classification and indicator who will supporting this research result.

Data Analysis Method

Validity and Reliability Test

The traditional criteria for validity find their roots in a positivist tradition, and to an extent, positivism has been defined by a systematic theory of validity. Within the positivist terminology, validity resided amongst, and was the result and culmination of other empirical conceptions: universal laws, evidence, objectivity, truth, actuality, deduction, reason, fact and mathematical data to name just a few (Winter, 2000). The extent to which results are consistent over time and an accurate representation of the total population under study is referred to as reliability and if the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable (Joppe, 2000).

Importance and Performance Analysis

This research uses importance and performance analysis as the research method. This technique was first proposed by Martilla and James in 1977 in their article "Importance-Performance Analysis", published in the Journal of Marketing. Slack (1991) presented an IPA model that considered a relationship between importance and performance and theorized that target levels of performance for particular product attributes should be proportional to the importance of those attributes.

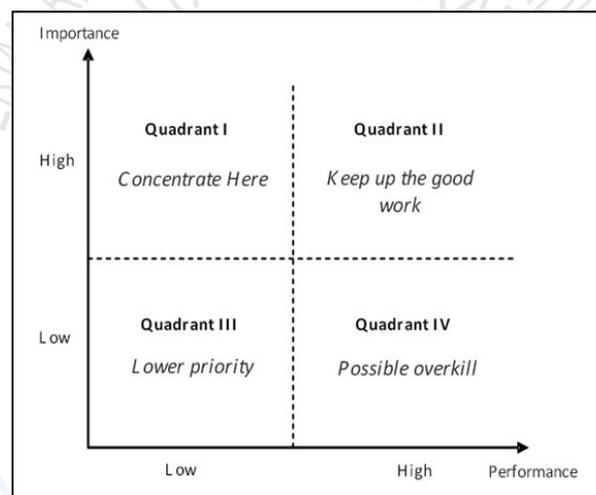


Figure 2. IPA Framework

Source: Martilla, and James (1977)

RESULT AND DISCUSSION**Validity and Reliability Result****Validity Test****Table 1. Validity Test Result**

Correlations		Average Importance	Average Performance	Average Important and Performance
Average Importance	Pearson Correlation	1	,510**	,861**
	Sig. (2-tailed)		,000	,000
	N	100	100	100
Average Performance	Pearson Correlation	,510**	1	,876**
	Sig. (2-tailed)	,000		,000
	N	100	100	100
Average Important and Performance	Pearson Correlation	,861**	,876**	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: IBM SPSS 22 Output (2018)

Table 1 shows that the Pearson correlation index is higher than 0.3 and below the significance level of 5%. Therefore the data is considered valid.

Reability Test**Table 2. Reability Test Result**

Cronbach's Alpha	N of Items
,892	3

Source: SPSS Output (2018)

Table 2 shows that Alpha Cronbach is 0.892 which is above the acceptance limit of 0.6; therefore, the research instrument is reliable.

Importance and Performance Analysis of Store Attributes**Table 3. Attributes, Importance Mean, Performance Mean, Quadrant**

Store Attributes	Importance Mean	Performance Mean	Quadrant
Structure	4.09	3.66	2
Geographic	3.66	3.48	3
Environment	3.97	3.59	2
Economic	3.86	3.50	3
AVERAGE	3.97	3.56	

Source: Data Processed (2018)

Discussion

This research attempts to answer the research problem as has been stated earlier in this thesis. In order to answer the problem, this research uses 12 indicators of Consumer Purchase Behavior in Citraland Manado that are characteristic, materials, design, quality, land area, climate, infrastructure, facilities, utilities, price, invest, welfare.

This study has considered all those indicators, which come from theories, books, journal and some other supporting sources in constructing the whole research. These indicators become the foundation of questionnaires questions that used to collect the data. The collected data got weight with the Likert scale and are then tabulated and analyzed with Importance and Performance Analysis. The result of this research shows that the importance of the variables to the customers and how well the performance of the company is according to the customers as seen on the quadrant.

There is no variable in quadrant I. The variable that located in this quadrant is high importance and low performance.

There are 2 variable that placed in quadrant II. The variable that are located in quadrant II is structure and environment. The variables in this quadrant high importance and high performance to the customer.

The next quadrant is quadrant III and the variable that located in this quadrant are geographic and economic. The variable that located in this quadrant is low importance to the customers and also has low performance in this variable. So, the variables located in this quadrant are not a priority to Citraland Manado.

There is no variable in quadrant IV. This quadrant is low importance and high performance to the customers. In this quadrant, factors that are considered important and an expected as a factor supporting consumer satisfaction so that companies are required to maintain the achievements of the performance.

CONCLUSION AND RECOMMENDATION

Conclusion

After examining the findings and discussing the result, the Importance Performance Analysis is used to compare the 4 variables of consumer purchase behavior of Citraland Manado. The conclusions drawn from this research are as follows:

1. There are variable in this quadrant, means that Citraland Manado needs more improvements in order to maintain their product to still available in the market. The variable that located in this quadrant is low importance and high performance to the customers.
2. In quadrant II (Keep Up The Good Work) there are structure and environment that customer of Citraland Manado think has high importance level and high performance from the company. In other word, this quadrant meet customer expectation. Therefore, Citraland Manado should keep maintains the good work of these variables because these could be considered as Citraland Manado key of success. Later, Citraland Manado also may increase the performance adjusting with time development.
3. In quadrant III (low priority quadrant) there are geographic and economic that customer of Citraland Manado think has low importance level. Citraland Manado need to consider about the level of perception or the actual performance is low and not too important or less expected by consumers so that companies do not need to prioritize or give more attention to these variables.
4. In quadrant IV (low priority quadrant) there is no variable in quadrant IV, means that Citraland Manado need more improvements and or maintains the importance to achieve the consumer expectation or satisfaction. The variable that located in this quadrant is low importance and high performance to the customers.

Recommendations

This study was done with hope that it can be a contribution to Citraland Manado. These are the recommendations as listed that hopefully can be useful as suggestion:

1. In this study examined only in terms of Citraland Manado. While other variable that have not been revealed how much influence, hopefully in future studies may discuss other factors that have not been examined in this study.
2. Therefore, Citraland Manado need to conduct further internal research, in terms of follow up the result of this research, in order to increase or maintain the importance and performance of product attributes indicators that have a high impact to the consumers purchase decision that resulting in attract the customers attention and increasing the sales. It needs a periodic assessment about the performance of product variable so the program that established always meets the customer's satisfaction in needs or expectation.
3. The results of this study can be used as a reference for the development and deepening of knowledge management marketing.
4. In this study examined only in terms of Citraland Manado. While other factors that have not been revealed how much influence, hopefully in future studies may discuss other factors that have not been examined in this study.

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