# THE ANALYSIS OF CUSTOMER PURCHASE INTENTION OF HOUSES USING REAL ESTATE AGENT IN MANADO BASED ON PSYCHOLOGICAL FACTORS

*ANALISA KEINGINAN PELANGGAN TERHADAP PEMBELIAN RUMAH MENGGUNAKAN AGEN PROPERTI DI MANADO BERDASARKAN FAKTOR PSIKOLOGI*

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## ABSTRACT

*Real estate agent business field becomes a trend nowadays. Real estate agent helped customers to buy or sell a house. Psychological factors has an influence in real estate agent busniess, customers mostly asked the opinion from others about the real estate agent in case they do not want to choose a wrong real estate agent. This research aims to analyze the influence of psychological factors on customers purchase intention in using real estate agent in Manado. This research used a multiple linear regression analysis with the sample is 75 respondentds that were obtained from adult citizen in Manado. The result show perception and learning have significant influences to customer purchase intention to using the real estate agent. Motivation, attitude and belief is not significantly influence. Other's perception is really affected customer mind to choose real estate agent. Customers like to getting know  about real estate agent to buying a house.*

*Keywords : Psychological Factor, Customer Purchase Intention*

## ABSTRAK

*Bisnis dalam bidang agen property menjadi trend saat ini. Agen property membantu pelanggan untuk lebih mudah membeli atau menjual rumah. Faktor psikologi memiliki pengaruh dalam bisnis agen properti, dimana pelanggan kebanyakan menanyakan pendapat dari rekan atau keluarga tentang agen properti dengan maksud mereka tidak ingin salah dalam memilih agen properti di Manado. Penelitian ini bertujuan untuk menganalisa pengaruh dari faktor psikologi terhadap keinginan pembelian pelanggan dengan menggunakan agen properti. Metode penelitian yang digunakan dalam penelitian ini adalah analisa regressi linier berganda dengan sampel 75 responden yang didapat dari masayarakat dewasa di Manado. Hasil dari penelitian ini menunjukan bahwa persepsi dan pembelajaran memiliki pengaruh yang signifikan terhadap keinginan pembelian pelanggan menggunakan agen properti. Motivasi serta sikap dan kepercayaan tidak mempengaruhi secara signifikan. Persepsi dari orang lain sangat mempengaruhi pemikiran pelanggan untuk memilih agen properti. Pelanggan suka untuk mencari tau tentang agen properti untuk membeli rumah.*

*Kata Kunci : Faktor Psikologi, Keinginan Pembelian Pelanggan*

# 1. INTRODUCTION

## Research Background

House is one of human priority needs. People buy a house for so many reasons, some people buy a house to provide a home for family and some people buy a house for their investment and selling it for a higher price when the time is right. The increasing price of fuel and building materials in Manado become the reason why the residential property price, value, and sales increase nowadays. Real estate agents are people who help you buy or sell your property. Real Estate Agent help to find a dream house that people like.  A good realtor will listen to what clients likes and dislikes are. People need to make sure that always have a good communicate with real estate agent. There is four major factors that influence purchase decision, one of the factors is Psychological Factor. Psychological is the study of the individual, which includes motivation, perception, attitudes, personality and learning theories.

Therefore, in this study we will discuss about the influence of psychological factors on customer purchase intention of houses using real estate agent in Manado city.

## Research Objective

The objectives of this research are:
1. To identify the influences of all psychological factors to customer purchase intention of house using real estate agent simultaneously.
2. To identify the influence of motivation to customer purchase intention of house using real estate agent partially.
3. To identify the influence of perception to customer purchase intention of house using real estate agent simultaneously.
4. To identify the influence of attitude and Belief to customer purchase intention of house using real estate agent partially.
5. To identify the influence of earning to customer purchase intention of house using real estate agent partially.

## Theoretical Framework

### Consumer Behavior

The American Marketing Association has defined consumer behaviour as, "The dynamic interaction of affect and cognition, behaviour, and the environment by which human beings conduct the exchange aspects of their lives." In other words, consumer behavior involves the feelings and thoughs of people experiences. It also include the things that influence the thoughs, actions, and feelings.

### Psychological Factors

Psychology is the study of mind and behavior. It is an academic discipline and an applied science which seeks to understand individuals and groups by establishing general principles and researching specific cases. It affecting our purchase decision includes motivation (Maslow's hierarchy of needs), perception, learning, beliefs and attitudes. Other people often influence a consumers purchase decision.  Among the factors influencing consumer behavior, psychological factors can be divided into 4 categories, there are motivation, perception, attitude and beliefs, and learning.

1. Motivation. Motivation is an activated internal need state leading to goal-directed behavior to satisfy that need. Accordingly motives can be defined as relatively enduring, strong, and persistent internal stimuli that arouse and direct behavior toward certain goals (Trehan, 2009). A person can be motivated to buy a product for convenience, for style, for prestige, for self pride or being at par with others (Khan, 2007). In other words, Motivation is what drives you to take action. It's your inspiration for doing something. Without motivation, you would accomplish very little.
2. Perception. In general, perception is gathering information through our senses, which are seeing, hearing, touching, tasting, smelling and sensing. Through these senses we can perceive things, events or relations. In other words, in general psychological terms, perception is our ability to make some kind of sense of reality from the external sensory stimuli to which we are exposed.
3. Attitude and Belief. Kotler defines belief as "descriptive thought that a person holds about something" and attitude as "a person's enduring favorable or unfavorable cognitive evaluations, emotional feelings, and action tendencies toward some object or idea". The word 'attitude' can refer to a lasting group of feelings, beliefs and behaviour tendencies directed towards specific people, groups, ideas or objects. In other words, attitude represents what we like and dislike. Behavior will be driven by the physiological motivation that stimulates their respond which bring them to the retail store to fulfill their need (Kim and Jin, 2001).
4. Learning. Learning describes changes in an individual's behavior arising from experience. In every circumstance our perception is conditioned by our prior experience, for it is this which constitutes our preparatory set or expectations and the framework into which we seek to place and organize new stimuli. In other words, we have learned from our earlier experience and seek to maintain balance or consistency by relating to and interpreting new stimuli in terms of past or learned stimuli (Blythe, 2008). In other words, learning is a behavioral modification that occurs through experience or conditioning and often defined as a relatively lasting change in behavior that is the result of experience.

**Conceptual Framework**


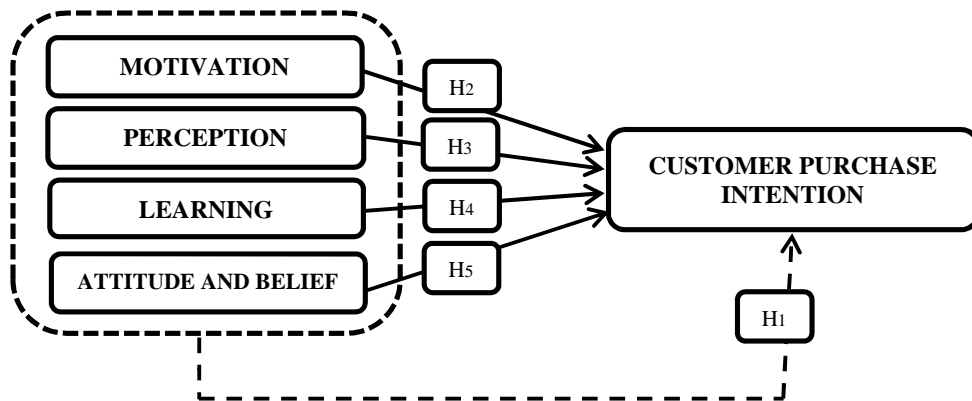
**Figure 1. Conceptual Framework**
*Source: Literature reviews 2015*

**Research Hypotheses**

H1: Psychological Factors; motivation, perception, attitude and belief, and learning have influences on customer purchase intention of houses using real estate agent in Manado city.
H2: Motivation has partially influence on customer purchase intention of houses using real estate agent in Manado city.

H3: Perception has partially influence on customer purchase intention of houses using real estate agent in Manado city.

H4: Attitude and Belief has partially influence on customer purchase intention of houses using real estate agent in Manado city.

H5: Learning has partially influence on customerr purchase intention of houses using real estate agent in Manado city.

## 2.    RESEARCH METHOD

**Type of Research**

This research is causal type of research where it will investigate the influence of psychological factor on customer purchase intention. Causal research is used to esthabilish causes and effect relationship between the variables. this research use a quantitative method and multiple regression analysis. the quantitative methods are especially helpful with large complex problems (Anderson *et.al.* 2008).

**Place and Time of Research**

This research is conducted in Manado City, North Sulawesi, Indonesia. This research was conducted on August-September 2015.

**Population and Sample**

The population refers to the entire group of people, events, or things of interest that the researcher wishes to investigated (Sekaran, Bougie. 2010). The research population is an adult citizen in Manado city who have intention to buy house. 75 people in Manado city were surveyed randomly as samples. The samples are the people who have intension to partisipate and involved in this study.

**Data Collection Method**

This research data obtained from primary data. Primary data refer to information obtained first-hand by researcheron the variable of interest for specific purpose of study (Sekaran and Bougie. 2010).

**Operational Definition and Measurement of Research Variables**

Independent Variables (X):
- X1 : Motivation – need that is sufficiently pressing to direct the person so buy or not buy a house using a real estate agent. Indicators : Convenience, Needs, and Self-pride.
- X2 : Perception – the process by which people select, an organize the information to using a real estate agent as a middleman to buying a house. Indicators : Expectation, Value, Mindset.
- X3 : Attitude and Belief – person's consistently favorable or unfavorable evaluations, and feelings. Belief is a descriptive thought that a person holds about buying a house using a real estate agent. Indicators : Emotional, Actions, Feelings.
- X4 : Learning – process to get know about real estate agent in case to help customer find their own house that match with their style. Indicators : Education, Experience, Exploring.

Dependent Variable (Y)

Y :  Customer Purchase Intention – go through variety of processes before buying a house using a real estate agent. Indicatiors : Consideration, Excited, Desire.

## Data Analysis Method Validity and Reliability Test

To analyze the validity of questionnaires, Pearson Product Moment is used. An instrument measure is valid if the instrument measure what ough to be measured. Reability test is esthabilished by testing for both consistency and stability of the answer question. Alpha Cronbach is realiable coefficients that can indicate how good items in asset have positive correlation one another (Sekaran, 2006).

## Multiple Regression Analysis Model

Multiple regression is a descriptive tool used too develop a self-weighting estimating equation by which to predict values for a dependent variable from the values of independent variables, to control confounding variables to better evaluate the contribution of other variables, ot to test and explain a causal theory. The formula of multiple regression models in this research is shown below :

$$y = a + \beta1x1 + \beta2x2 + \beta3x3 + \beta4x4 + e$$

Notes:

| | | | |
|---|---|---|---|
| y | : Consumer Purchase Intention; | a | : Intercept |
| 1- 4 | : Regression Coefficient of Each Variable; | X1 | : Motivation |
| X2 | : Perception; | X3 | : Attitude and Belief |
| X4 | : Learning; | e | : Error |

## 3.     RESULT AND DISCUSSION

### Result Validity and Reliability

**Table 1. Result of Validity Test X1 (Motivation)**

| | | X1.1 | X1.2 | X1.3 | X1.Total |
|---|---|---|---|---|---|
| X1.1 | Pearson Correlation | 1 | ,622** | ,789** | ,906** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 |
| | N | 75 | 75 | 75 | 75 |
| X1.2 | Pearson Correlation | ,622** | 1 | ,532** | ,839** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 |
| | N | 75 | 75 | 75 | 75 |
| X1.3 | Pearson Correlation | ,789** | ,532** | 1 | ,878** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 |
| | N | 75 | 75 | 75 | 75 |
| X1.Total | Pearson Correlation | ,906** | ,839** | ,878** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | |
| | N | 75 | 75 | 75 | 75 |

*Source: SPSS 22.00 (2015)*

**Table 2. Result of Validility Test X2 (Perception)**

|  |  | X2.1 | X2.2 | X2.3 | X2.Total |
|---|---|---|---|---|---|
| X2.1 | Pearson Correlation | 1 | ,704** | ,885** | ,906** |
|  | Sig. (2-tailed) |  | ,000 | ,000 | ,000 |
|  | N | 75 | 75 | 75 | 75 |
| X2.2 | Pearson Correlation | ,704** | 1 | ,771** | ,923** |
|  | Sig. (2-tailed) | ,000 |  | ,000 | ,000 |
|  | N | 75 | 75 | 75 | 75 |
| X2.3 | Pearson Correlation | ,885** | ,771** | 1 | ,941** |
|  | Sig. (2-tailed) | ,000 | ,000 |  | ,000 |
|  | N | 75 | 75 | 75 | 75 |
| X2.Total | Pearson Correlation | ,906** | ,923** | ,941** | 1 |
|  | Sig. (2-tailed) | ,000 | ,000 | ,000 |  |
|  | N | 75 | 75 | 75 | 75 |

*Source: SPSS 22.00 (2015)*

**Table 3. Result of Validility Test X3 (Attitude and Belief)**

|  |  | X3.1 | X3.2 | X3.3 | X3.Total |
|---|---|---|---|---|---|
| X3.1 | Pearson Correlation | 1 | ,554** | ,780** | ,898** |
|  | Sig. (2-tailed) |  | ,000 | ,000 | ,000 |
|  | N | 75 | 75 | 75 | 75 |
| X3.2 | Pearson Correlation | ,554** | 1 | ,597** | ,827** |
|  | Sig. (2-tailed) | ,000 |  | ,000 | ,000 |
|  | N | 75 | 75 | 75 | 75 |
| X3.3 | Pearson Correlation | ,780** | ,597** | 1 | ,893** |
|  | Sig. (2-tailed) | ,000 | ,000 |  | ,000 |
|  | N | 75 | 75 | 75 | 75 |
| X3.Total | Pearson Correlation | ,898** | ,827** | ,893** | 1 |
|  | Sig. (2-tailed) | ,000 | ,000 | ,000 |  |
|  | N | 75 | 75 | 75 | 75 |

*Source: SPSS 22.00 (2015)*

**Table 4. Result of Validility Test X4 (Learning)**

|  |  | X4.1 | X4.2 | X4.3 | X4.Total |
|---|---|---|---|---|---|
| X4.1 | Pearson Correlation | 1 | ,653** | ,574** | ,810** |
|  | Sig. (2-tailed) |  | ,000 | ,000 | ,000 |
|  | N | 75 | 75 | 75 | 75 |
| X4.2 | Pearson Correlation | ,653** | 1 | ,671** | ,909** |
|  | Sig. (2-tailed) | ,000 |  | ,000 | ,000 |
|  | N | 75 | 75 | 75 | 75 |
| X4.3 | Pearson Correlation | ,574** | ,671** | 1 | ,879** |
|  | Sig. (2-tailed) | ,000 | ,000 |  | ,000 |
|  | N | 75 | 75 | 75 | 75 |
| X4.Total | Pearson Correlation | ,810** | ,909** | ,879** | 1 |
|  | Sig. (2-tailed) | ,000 | ,000 | ,000 |  |
|  | N | 75 | 75 | 75 | 75 |

*Source: SPSS 22.00 (2015)*

**Table 5. Result of Validility Test Y (Customer Purchase Intention)**

|         |                     | Y1       | Y2        | Y3        | Y.Total   |
|---------|---------------------|----------|-----------|-----------|-----------|
| Y1      | Pearson Correlation | 1        | ,387[**]  | ,731[**]  | ,882[**]  |
|         | Sig. (2-tailed)     |          | ,001      | ,000      | ,000      |
|         | N                   | 75       | 75        | 75        | 75        |
| Y2      | Pearson Correlation | ,387[**] | 1         | ,457[**]  | ,702[**]  |
|         | Sig. (2-tailed)     | ,001     |           | ,000      | ,000      |
|         | N                   | 75       | 75        | 75        | 75        |
| Y3      | Pearson Correlation | ,731[**] | ,457[**]  | 1         | ,891[**]  |
|         | Sig. (2-tailed)     | ,000     | ,000      |           | ,000      |
|         | N                   | 75       | 75        | 75        | 75        |
| Y.Total | Pearson Correlation | ,882[**] | ,702[**]  | ,891[**]  | 1         |
|         | Sig. (2-tailed)     | ,000     | ,000      | ,000      |           |
|         | N                   | 75       | 75        | 75        | 75        |

**. Correlation is significant at the 0.01 level (2-tailed).
*Source: SPSS 22.00 (2015)*

The table shows all the total values for each indicator for independent variables and dependent variables are above 0.3. It means all the indicators are valid.

**Table 5. Reliability Test**

| No | Variables                   | Standard Deviation | Cronbach's Alpha |
|----|-----------------------------|--------------------|------------------|
| 1  | Motivation                  | 0.6                | 0.836            |
| 2  | Perception                  | 0.6                | 0.937            |
| 3  | Attitude and Belief         | 0.6                | 0.833            |
| 4  | Learning                    | 0.6                | 0.821            |
| 5  | Customer Purchase Intention | 0.6                | 0.771            |

*Source: SPSS 22.00 (2015)*

The table shows the Cronbach's Alpha values of all indicators are above 0.60, it means that all the variables in this research is considered reliable and can be used to retrieve data.

**Classical Assumption Test Multicollinearity Test**

**Table 6. Multicollenearity**

| Model |                     | Collinearity Statistics | |
|-------|---------------------|-----------|-------|
|       |                     | Tolerance | VIF   |
| 1     | (Constant)          |           |       |
|       | Motivation          | ,693      | 1,443 |
|       | Perception          | ,774      | 1,292 |
|       | Attitude and Belief | ,726      | 1,378 |
|       | Learning            | ,813      | 1,230 |

*Source: SPSS 22.00 (2015)*

The Table 6. shown that the tolerance and VIF values. The tolerance value of motivation is 0.693, perceptiont is  0.774, attitude and belief  is 0.726, and learning is 0.813, meaning the tolerance value of each variable is more than 0.1. The VIF value of motivation is 1.443, perception is 1.292, attitude and belief is 1.378, and learning is 1.230, meaning the VIF value of each variable is less than 10. Since all the tolerance value is more than 0.1 and the VIF value is less than 10, so this research is free from multicollinearity.
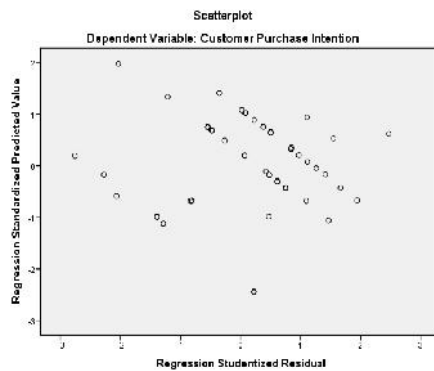
**Heteroscedasticity**



**Figure 2. Heteroscedasticity Test**
*Source: SPSS 22.00 (2015)*

According to the scatterplot above, it shown that the dots is not created a specific pattern and also spread above and below 0 (zero). It proves that there is no heteroscedasticity in this regression model.
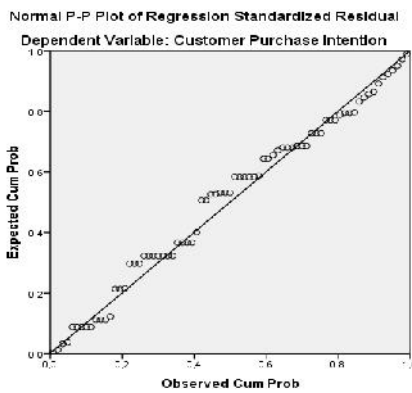
**Normality Test**



**Figure 3. Normality Test**
*Source: SPSS 22.00 (2015)*

Based on the figure 3 above, it can be seen that the dots are speard in the direction of the diagonal lines, it shows that the distribution of the data in this research is normally distributed.

**Multiple Regression Analysis**

**Table 7  Multiple Regression Result**

|  | Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
|  |  | B | Std. Error | Beta |  |  |
| 1 | (Constant) | 1,064 | ,663 |  | 1,604 | ,113 |
|  | Motivation | -,156 | ,093 | -,161 | -1,675 | ,098 |
|  | Perception | ,524 | ,071 | ,670 | 7,376 | ,000 |
|  | Attitude and Belief | ,081 | ,080 | ,095 | 1,011 | ,316 |
|  | Learning | ,152 | ,087 | ,155 | 1,750 | ,084 |

*Source: SPSS 22.00 (2015)*

The result in the table 7 can be expressed in regression equation as:

$$Y = 1.064 - 0.156\ X1 + 0.524\ X2 + 0.081\ X3 + 0.152\ X4$$

The interpretation of the equation is :
1. Constant 1.064 shows the influence of motivation (X1), perception (X2), attitude and belief (X3), learning (X4) to the customer purchase intention (Y). It means that if all the independent variables are zero, the customer purchase intention (Y) as dependent variable is predict to be 1.064.
2. -0.156 is the coefficient of motivation (X1) meaning if there is one unit increasing in X1 while other variables are constant then Y is predicted to decrease by 0.156.
3. 0.524 is the coefficient of perception (X2) meaning if there is one unit increasing in X2 while other variables are constant then Y is predicted to increase by 0.524.
4. 0.081 is the coefficient of attitude and belief (X3) meaning if there is one unit increasing in X3 while other variables are constant then Y is predicted to increase by 0.081.
5. 0.152 is the coefficient of learning (X4) meaning if there is one unit increasing in X4 while other variables are constant then Y is predicted to increase by 0.152.

**Table 8. Result of R and R2**

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square |
|---|---|---|---|
| 1 | ,744[a] | ,553 | ,528 |

*Source: SPSS 22.00 (2015)*

Table 8 shows that the R2 is 0,553 which mean the independet variable affecting the dependent variable with 55,3%.

**Hypothesis Testing**

**Table 9. F-Test Output**

| | Model | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 11,801 | 4 | 2,950 | 21,680 | ,000[b] |
| | Residual | 9,526 | 70 | ,136 | | |
| | Total | 21,327 | 74 | | | |

*Source: SPSS 22.00 (2015)*

In this research the Fcount is higher than Ftable, Fcount=21,680>Ftable=2,73, thus H0 is rejected and H1 is accepted. Independent variables motivation, perception, attitude and belief, and learning are simultaneously influences significantly the customer purchase intention as the dependent variable.

**Table 10. T-Test**

| Variables | $t_{count}$ | $t_{table}$ | Description |
|---|---|---|---|
| Motivation (X1) | -1,675 | 1.66 | Rejected |
| Perception (X2) | 7,376 | 1.66 | Accepted |
| Attitude and Belief (X3) | 1,011 | 1.66 | Rejected |
| Learning (X4) | 1,750 | 1.66 | Accepted |

*Source: SPSS 22.00 (2015)*

H1 accepted if  tcount > ttable, thats mean motivation (X1) significantly influences customer purchase intention (Y). if h1 rejected if  tcount < ttable, thats mean motivation (X1) does not significantly influences customer purchase intention (Y).

1. Table 10 shows that tcount is -1,675 and since the level of significant is 5% (0.05) then the ttable is 1.66, the result is tcount = -1,675< ttable = 1.66. Since the tcount is smaller than ttable then h0 is accepted   and h1 is rejected. It means that variable motivation not significantly influences customer purchase intention.
2. Table 10 shows that if  tcount is 7,376 and since the level of significant is 5% (0.05) then the ttable is 1.66. the result is tcount = 7,376 > ttable = 1.66. Since the tcount is bigger than ttable then h0 is rejected  and h1 is accepted. It means that variable perception significantly influences customer purchase intention.
3. Table 10 shows that if  tcount is 1,011 and since the level of significant is 5% (0.05) then the ttable is 1.66. the result is tcount = 1,011 < ttable = 1.66. Since the tcount is smaller than ttable then h0 is accepted  and h1 is rejected. It means that variable attitude and belief not significantly influences customer purchase intention.
4. Table 10 shows that if  tcount is 1.750 and since the level of significant is 5% (0.05) then the ttable is 1.66. the result is tcount = 1.750 > ttable = 1.66. Since the tcount is bigger than ttable then h0 is rejected  and h1 is accepted. It means that variable learning significantly influences customer purchase intention (Y).

**Discussion**

**Motivation and Customer Purchase Intention**

The context of motivation in this research  is a need that is sufficiently pressing to direct the person so buy or not buy a house using a real estate agent to seek a satisfaction. Thus, drive customer mind set to considering to buy house and have an intention about buy it. The result shows that motivation (X1) has not significantly influence customer purchase intention. Most of the respondents did not agree that motivation influence their intention to buying house using real estate agent. This is happened because for some customer they are better to find a house like they want and feel more comfortable to find a house by themselves. Based on this research, the kind of motivation did not significantly influence their intention to buying a house using real estate agent.

**Perception and Customer Purchase Intention**

The context of perception in this research  the process by which people select, an organize the information to using a real estate agent as a middleman to buying a house.  The other multiple regression result showed that, perception (X2) has significant influence on customer purchase intention. The variable perception is has the most significant factor in affect customer purchase intention of houses using real estate agent. Perception affects how customers think about the real estate agent, like the how famous the realtor is, how many people know about the company, and also how good is the reputation of the company. Every customer have their own point of view, customer in this research think that they will choose the realtor based on how valueable the company is.

**Attitude and Belief and Customer Purchase Intention**

The context of attitude and belief in this research is Attitude is a person's consistently favorable or unfavorable evaluations, and feelings.  Belief is a descriptive thought that a person holds about buying a house using a real estate agent. In this research shows that attitude and belief has influence customer purchase intention but not significantly. The some customers think that

variable attitude and belief influence customer purchase intention and some customers think it is not.

**Learning and Customer Purchase Intention**

The context of learning in this research is a process to get know about real estate agent in case to help customer find their own house like they want. The customer get to know about the real estate agent by exploring, its mean that the customer try to find out all about the company. The customer find it on media electronic or newspaper. Customer also get know about the real estate agent by asking the others experience about the real estate agent.

## 4.   CONCLUSION AND RECOMMENDATION

**Conclusion**

1. All the psychological factors (motivation, perception, attitude and belief, and learning) give a simultaneous influences on customer purchase intention to buying a house using real estate agent.
2. Motivation on psychological factors are not give a partial influence which mean the motivation did not give a significant influence on customer purchase intention on buying a house using real estate agent.
3. Perception on psychological factors give a partial influence and also become the most significant influence on customer purchase intention on buying a house using real estate agent.
4. Attitude and belief on psychological factors give a partial influence and also significantly influence the consumer purchase intention on buying a house using real estate agent.
5. Learning on psychological factors give a partial influence but did not significantly influence the customer purchase intention on buying a house using real estate agent.

**Recommendation**

1. Based on the result the real estate agent in Manado should work hard to have a good reputation by increase a quality of service and marketing quality.
2. The customers should to know all about the real estate agents by using a media electronic and newspaper, and they are get to know about real estate agent by asking others opinion about real estate agent based on other experiences. The real estate agent should do more marketing online and also created an advertisment to attract the customers.
3. Real estate agent must hire trained employee that are have a good attitude to serve the customers, because that can make the customer feel comfortable with the agencies.

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