

THE INFLUENCE OF CONSUMER BUYING MOTIVES ON PURCHASING SUBSIDIZED HOUSES OF REAL ESTATE DEVELOPER*PENGARUH MOTIF MEMBELI KONSUMEN DALAM PEMBELIAN RUMAH BERSUBSIDI TERHADAP PENGEMBANG REAL ESTAT*

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Abstract: Subsidized houses is a program of Indonesian government that is designated specifically for low-income people. In making a purchase decision there will certainly be many factors such as, someone's motives in buying something for this case is buying a house. Buying motives are divided into two main classifications: the rational motive and emotional motive. This study aims to find out the influence of rational buying motives and emotional buying motives on consumer purchase decisions that buying a subsidized house provided by real estate developer PT Bangun Minanga Lestari. This type of research use multiple linear regression test with 65 respondents who have bought and owned a subsidized house of PT Bangun Minanga Lestari. Findings of the research show that all the attributes of consumer buying influence influence the purchase decision of subsidized houses simultaneously. Meanwhile partially, rational buying motives have an influence on purchasing subsidized houses and emotional buying motives does not have an influence on purchasing subsidized houses. Customers feels that the price, ease, their benefits and reliability are the important things in order to buying a new house. Government should more concern about the customer's rational buyg motivesin order to encourage customer purchae decision.

Keywords: *consumer buying motives, rational buying motives, emotional buying motives, subsidized houses*

Abstrak: Rumah bersubsidi adalah program pemerintah Indonesia yang dirancang khusus untuk masyarakat berpenghasilan rendah. Dalam membuat keputusan pembelian pasti akan ada banyak faktor yang mempengaruhi di dalamnya, seperti motif seseorang dalam membeli sesuatu untuk kasus ini adalah membeli rumah. Motif membeli dibagi menjadi dua klasifikasi utama yaitu motif rasional dan motif emosional. Penelitian ini bertujuan untuk mengetahui pengaruh motif pembelian rasional dan motif pembelian emosional terhadap keputusan pembelian konsumen yang membeli rumah bersubsidi yang disediakan oleh pengembang real estat PT Bangun Minanga Lestari. Jenis penelitian ini adalah kuantitatif dan menggunakan uji regresi linier berganda. Populasi adalah orang yang telah membeli dan memiliki rumah bersubsidi PT Bangun Minanga Lestari dengan jumlah sampel sebanyak 65 responden. Temuan penelitian menunjukkan bahwa semua atribut pengaruh pembelian konsumen mempengaruhi keputusan pembelian rumah bersubsidi secara bersamaan. Sementara itu secara parsial, motif pembelian rasional memiliki pengaruh terhadap pembelian rumah bersubsidi dan motif pembelian emosional tidak memiliki pengaruh terhadap pembelian rumah bersubsidi. Pelanggan merasa bahwa harga, kemudahan, manfaat dan keandalannya adalah hal-hal penting untuk membeli rumah baru.

Kata kunci: *motif membeli konsumen, motif membeli rasional, motif membeli emosional, rumah bersubsidi*

INTRODUCTION**Research Background**

An understanding of consumer behavior is certainly based on consumer interest or interest in a product or service offered. Basically, consumers have various interests and needs, together with the emergence of these needs, there is a motivation to achieve them. A motive is a drive or an urge for which a person seeks satisfaction. It becomes a buying motives when the person seeks satisfaction through the purchase of something (Bose, 2012). Knowledge of the buying motives will make it easier for marketers to determine and implement marketing strategies. Understanding of buying motives is also very important in the marketing process, especially in the marketing sector of property industry.

Real estate and property companies are one of the industrial sectors listed on the Indonesia Stock Exchange (IDX). In addition, the housing or property industry, provide a significant role and contribution to economic growth, especially for Indonesia in the construction sector and property sector, increasing welfare and alleviating poverty. In this case for the property industry is Housing Residential. This is due to the increasing population while the land supply is permanent. Based on the Bank Indonesia Residential Property Price Survey (BI) residential property sales in the first quarter of 2019 grew by 23.77% compared to the previous quarter (qtq). This growth increased compared to the previous quarter which experienced a decline of 5.78% (qtq) and also higher than the growth in the first quarter of 2018 which only grew by 10.55%.

Buying and owning a home is a basic necessity for everyone, moreover the Government created a program namely *KPR* or subsidized houses program that specifically designated for low-income people (MBR) or to permanent employees with a maximum income of 4 million Rupiah with a minimum of one year working or doing business and it is driving motivation for buyers or consumers to be able to buy a subsidized house. According to the data from Bank Indonesia, the percentage of consumers who used Housing Loan (*KPR*) facilities in residential property purchases reached 74.16%. Although the *KPR* still dominate, the numbers in the first quarter of 2019 declined compared to the previous quarter. In the fourth quarter of 2018 consumers who used mortgage facilities amounted to 76.73%.

As a consumer, of course there is motivation in buying a product especially in this case is a house other than the price provided as a subsidized house. It is important as a company entrusted with managing the program from this government, to be able to know the motivation to buy from each of its customers so that it can be an evaluation material for their company. In this case the government is also working with real estate developer companies in the context of the construction of subsidized housing to achieve a common goal. Price is the most important motive for someone who wants to buy or own a house. Speaking about subsidized housing, the first thing that comes to mind is cheap housing.

PT Bangun Minanga Lestari is the one of real estate developer company in North Sulawesi who has cooperation with the government that provided subsidized houses. It is important as a company entrusted with managing the program from government, to be able to know the motivation to buy from each of its customers so that it can be an evaluation material for their company.

Research Objectives

The research objectives are to identify the significant effect of:

1. Consumer buying motives attributes influence the purchase decision of subsidized houses of real estate developer at PT Bangun Minanga Lestari simultaneously.
2. Rational buying motives influence the purchase decision of subsidized houses of real estate developer at PT Bangun Minanga Lestari partially.
3. Emotional buying motives influence the purchase decision of subsidized houses of real estate developer at PT Bangun Minanga Lestari partially.

Marketing

Marketing is a social and managerial process in which individuals and groups get what they want by creating, offering and exchanging valuable products with other parties". The definition of marketing is based on the following core concepts: needs, desires or wants, and requests or demands; products like goods, services, and ideas; value, cost, and satisfaction; exchanges and transactions; relationships and market networks as well as marketers and prospects (Buchory, 2010).

Consumer Behavior

Consumer Behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires (Solomon *et al.*, 2006).

Buying Motives

Buying Motives are those influences or considerations which provide the impulse to buy, induce action and determine choice in the purchase of goods and services (Duncan in Bose, 2012). The motives of each consumer are very influential on decisions to be made. the motives possessed by consumers are divided into two major classifications, namely Rational Buying Motives and Emotional Buying Motives (Sigit, 2002).

Rational Buying Motives

Rational buying motives are about obtaining high quality goods. Rational buying motives affect many purchases, but this motive becomes very important when faced with the purchase of expensive items. (Burrow, 2011).

Emotional Buying Motives

Emotional Buying Motives are the reasons for buying based on feelings, beliefs, or convictions. The drive of love, affection, guilt, fear, or lust often encourages consumers to make purchases. Marketing experts realize that a person's emotional feelings can often influence consumer choices and behavior in purchasing (Burrow, 2011).

Purchase Decision

Consumer purchase decision is buying the most preferred brand, but two factors can be between purchase intention and purchase decision. Consumer decision making has the following stage: problem/ need-recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler and Armstrong, 2008).

Previous Research

Niswah (2015) studied about the influence of rational motives and emotional motives on student decision making in choosing Islamic banking services. The result showed that rational motive variables and emotional motives simultaneously influence student decision making.

Arrizky (2015) conducted study is to determine the influence of rational buying motives and emotional buying motives toward the cognitive dissonance notebook product owner. The result showed that simultaneously, there is significant effect of the Rational Buying Motives and Emotional Buying Motives toward cognitive dissonance to notebook owner product, and partially, Rational Buying Motives provided greater effect than Emotional Buying Motives

De Yusa (2015) the problem in this study is whether rational motives and emotional motives influence the purchasing decisions of Blackberry phones. The result showed that rational motives and emotional motives have a significant influence on consumer decisions and the most dominant variable is the emotional motive (X2).

Conceptual Framework

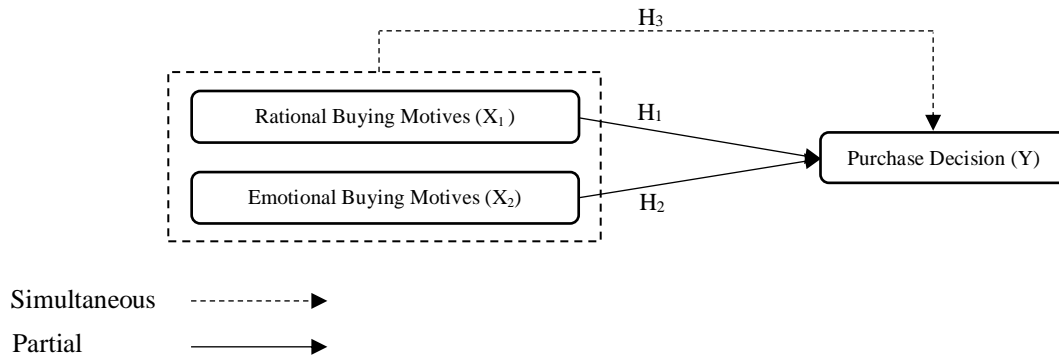


Figure 1. Conceptual Framework

Source: Data Processed, 2019

Research Hypothesis

H1: Consumer Buying Motives attributes have a significant influence to Purchase Decision simultaneously.

H2: Rational Buying Motives has a significant influence to Purchase Decision partially.

H3: Emotional Buying Motives has a significant influence to Purchase Decision partially.

RESEARCH METHOD

Research Approach

This research is a quantitative research. Quantitative research is explaining phenomena by collecting numerical data that are analyzed using mathematically based method (in particular statistic). The researcher will find out the relationship of variables through causal analysis in multiple linear regression between Rational Buying Motives as dependent variable (X₁) and Emotional Buying Motives (X₂) to Purchase decision as an independent variable (Y) on subsidized houses of real estate developer at PT Bangun Minanga Lestari.

Population, Sample Size, and Sampling Technique

The population of this research is people who have bought and owned a subsidized houses of PT Bangun Minanga Lestari. The sample method used in this research is convenience sampling method. The sample size in this research counted by using formula by Hair et al which stated that n equals the number of statement items of 13 multiplied by 5, so the results of the total sample is 65 respondents.

Type of Data and Data Source

The data of this research is collected from the Primary and Secondary Data. Primary data are the data which the researcher collects through questionnaires. This questionnaire were distributed to respondents so they can respond directly. Secondary data is data collected from books related to relevant theories, articles, newspapers, reports, internets, and previous researched.

Operational Definition of Research Variables

Table 1. Operational Definitions and Indicators

Variable	Definition	Indicators
Rational Buying Motives (X ₁)	Rational buying motives are based on logical criteria or consideration of a situation and usually appeals to the customer’s reason or logical judgement.	1. Price 2. Ease 3. Benefits 4. Reliability (Assauri, 2013)

Emotional Buying Motives (X2)	Emotional Buying Motives are the reasons for buying based on feelings, beliefs, or convictions.	<ol style="list-style-type: none"> 1. Social Status 2. Pride 3. Comfort 4. Security <i>(Hasan, 2010)</i>
Purchase Decision (Y)	Buying the most preferred brand, but two factors can be between purchase intention and purchase decision.	<ol style="list-style-type: none"> 1. Problem/ Need Recognition 2. Information Search 3. Alternative Evaluation 4. Decision to Choose 5. Post-purchase decision <i>(Engel et al., 1994)</i>

Source: Journals Review, 2019

Validity and Reliability Test

Validity is a measure that shows the level of validity of an instrument. An instrument is considered valid if it is able to measure what it wants. In other words, being able to obtain the right data from the variables under study (Simamora, 2002). Validity test was conducted to analyze of whether all questions used for variables in the questionnaire were valid or not. Pearson Product Moment was used for this test. A question was categorized as valid question if the value of Pearson correlation was positive and the significance value below 0.05 to the total questions of variables. Reliability is determined by repeatedly measuring the construct of variable of interest. Cronbach's Alpha was used for this reliability test.

Multiple Linear Regression

According to Sekaran (2006) said Multiple Linear Regression is a statistical method used to form a model of the relationship between the dependent variable (the dependent; responses, Y) with one or more independent variables (independent, predictor, X). And also Multiple Linear Regression is a statistical method used to form the influence of variable X to variable Y.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Description:

Y = Purchase Decision on Subsidized Houses

X₁ = Rational Buying Motives

X₂ = Emotional Buying Motives

β₁, β₂ = the regression coefficient of each variable

ε = Error

RESULT AND DISCUSSION

Validity and Reliability

In validity test, the Pearson Correlation value of every indicators (r_{count}) for relationship among variable independents (Rational Buying Motives and Emotional Buying Motives) with variable dependent (Purchase Decision) have higher value than r_{table} value that is 0.244. The significant level of each indicators of variables also below than significant level of 5% or 0.05. It means that every indicator in questionnaire in this research is valid and can be used for further analysis. In reliability test, the value of Cronbach's Alpha of 3 items used in this research is 0.821 and above the minimum value which is 0.700, it means all the indicators are reliable and can be used for further analysis.

Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,294	2,298		4,045	,000
	Rational Buying Motives	,655	,163	,500	4,017	,000
	Emotional Buying Motives	,110	,117	,118	,945	,348

a. Dependent Variable: Purchase Decision

Source: Data Processed, 2019

From the result in the table 2 can be shown through the regression equation as follows:

$$Y = 9.294 + 0.655 x_1 + 0.110 x_2 + e$$

The regression equations can be interpreted as follows:

1. The constant shows value of 9.294 means in this condition of ceteris paribus that the value of consistency of Purchase Decision (Y) as dependent variable is 9.294.
2. Regression coefficient of Rational Buying Motives (X1) is 0.655 means that if there is one unit increase in Rational Buying Motives (X1), then the Purchase Decision (Y) is increasing by 0.655 assuming the other variables are constant (ceteris paribus).
3. Regression coefficient of Emotional Buying Motives (X2) is 0.110 means that if there is one unit increase in Emotional Buying Motives (X2), then the Purchase Decision (Y) is increasing by 0.110 assuming the other variables are constant (ceteris paribus).

Normality

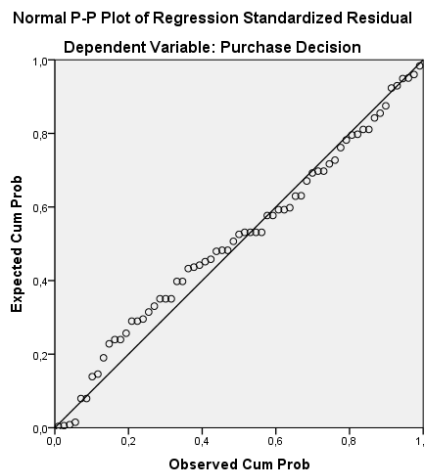


Figure 2. Normality Test
Source: Data Processed, 2019

This figure shows that the dots spread near the line and follow the diagonal line of Normal P-Plot. The normality test is accepted which means the data of this research is normally distributed.

Multicollinearity

Table 3. Multicollinearity Test Result

Model	Collinearity Statistics		Status
	Tolerance	VIF	
Rational	,698	1,432	No Multicollinearity
Emotional	,698	1,432	No Multicollinearity

Source: Data Processed, 2019

Table 3 shows that the rational buying motive and emotional buying motive has the same tolerance value which is 0.698, meaning that the tolerance value of each variable is > 0.1. The VIF value of rational buying motives and emotional buying motives is 1.432, meaning that the VIF value of each variable is < 10. Since all the tolerance values are more than 0.1 and VIF value of each independent variable is less than 10, this research is free from multicollinearity.

Heteroscedasticity

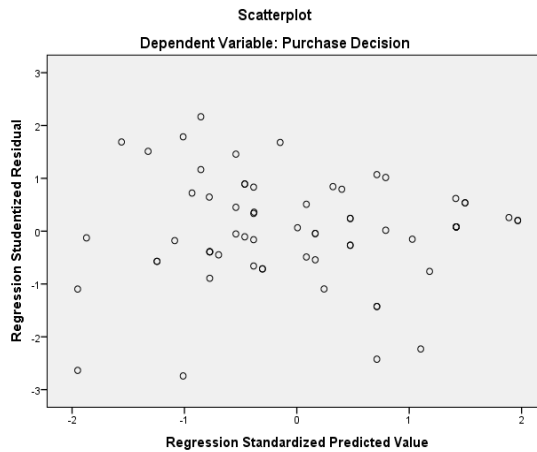


Figure 3. Heteroscedasticity Test
 Source: Data Processed, 2019

This figure shows that the dots are spreading above and below the number zero (0) in the Y axis. This proves that there is no heteroscedasticity in this regression.

Testing the Goodness of fit: Coefficient of Multiple Correlation (R) and Coefficient of Determination (R²)
Table 4. Result of R and R²

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,573 ^a	,329	,307	2,02778

a. Predictors: (Constant), Emotional buying motives, Rational buying motives

Source: Data Processed, 2019

Table 4 shows that the coefficient correlation (R) is 0.573; it means there is a strong positive relationship between rational buying motives and emotional buying motives relationship with purchase decision. The value of coefficient of determination (R²) is 0.329. It means that the variation of all independent variable explains 32.9% of variation in the purchase decision of subsidized houses (Y), while the rest 67.1% are explained by other factors outside the model or not discussed in this research.

Hypothesis Testing**F-test****Table 5. Simultaneous Test (F-test Output)**

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	124,817	2	62,408	15,178	,000 ^b
	Residual	254,937	62	4,112		
	Total	379,754	64			

a. Dependent Variable: Purchase decision

b. Predictors: (Constant), Emotional buying motives, Rational buying motives

Source: Data Processed, 2019

Table 5 shows that the significant level is 0.000 means below 0.05. Degree of freedom (df) of 2;63, the value of F_{count} from the table above is 15.178, and the F_{table} is 3.14. The result shows that $15.178 > 3.14$ so the Hypothesis 3 is accepted which means the Rational Buying Motives (X1) and Emotional Buying Motives (X2) as independent variables have significant influence on Purchase Decision as dependent variable simultaneously.

t-test**Table 6. Partial Test (t-test output)**

Variable	t_{count}	t_{table}	Sig	Description
Rational Buying Motives (X1)	4.017	1.998	0.000	Accepted
Emotional Buying Motives (X2)	0.945	1.998	0.348	Rejected

Source: Data Processed, 2019

The output in table 6 above shows result as follows:

1. The value of t-count of X_1 is 4.017 and the t-table is 1.998 which means $t_{count} > t_{table}$ with the significant level is 0.000, below than 0.05. This results stated that X_1 (Rational Buying Motives) have significant influence on Purchase Decision of subsidized houses (Y) partially, then H_1 is **accepted**.
2. The value of t-count of X_2 is 0.945 and the t-table is 1.998 which means $t_{count} < t_{table}$ with the significant level is 0.348, above than 0.05 This results stated that X_2 (Emotional Buying Motives) does not have significant influence on Purchase Decision of subsidized houses (Y) partially, then H_2 is **rejected**.

Discussion

This research was analyzed using multiple linear regression analysis and it's divided into two variables which are dependent variable and independent variables. To get an accurate result from multiple linear regression method which is purpose of this research, the research analyzed the rational buying motives (X1) and emotional buying motives (X2) as the independent variable on purchashe decision of subsidized houses (Y) as the dependent variable. Based on rational motives variable, it can be seen that the factors that encourage a person to purchasing a subsidized housing as their buying motive, which in this case are the indicators including price, ease, benefits, and reliability, while for emotional buying motives variable, the factors that encourage a person to purchasing a subsidized housing as their buying motive, which in this case are the indicators including social status, pride, comfort and security.

The result of this research shows that based on hypothesis testing by using F-test, it is proven that there is linear relationship between independent and dependent variable simultaneously. It is also shown that based on hypothesis testing using t-test, from the significance value it can be seen that not all variables individually have a significant effect. This is consistent with the result of previous studies by Muti'ah (2015), Arrizky (2015) and De Yusa (2015) that rational and emotional buying motives have a positive relationship and influence on purchase decision. Variables that have a positive and significant effect are rational buying motives on purchasing decision subsidized houses, while emotional have a positive but not have significant effect on purchasing decision subsidized houses.

CONCLUSIONS AND RECOMMENDATIONS**Conclusion**

After examining the findings and discussing the result, based on this research it can be concluded that:

1. Rational Buying Motives and Emotional Buying Motives significantly influence Purchase Decision on Subsidized Houses of real estate developer at PT Bangun Minanga Lestari simultaenously
2. Rational Buying Motives has a positive relationship and significantly influence Purchase Decision on Subsidized Houses of real estate developer at PT Bangun Minanga Lestari partially.
3. Emotional Buying Motives has a positive relationship but does not significantly influence Purchase Decision on Subsidized Houses of real estate developer at PT Bangun Minanga Lestari partially.

Recommendation

In emotional motives, there is a sense of comfort for customers who have occupied subsidized housing from PT Bangun Minanga Lestari, including a sense of comfort for water, electricity, security systems, and the quality of road and home infrastructure materials. It is expected that in the future, companies pay more attention to these things when things happen that are not desirable. Evaluation and update of housing developments especially for water and electricity facilities is very important for the creation of community welfare.

Housing development efforts should be especially focused on real estate developer companies and the government which focuses on subsidized housing not only applied in the form of regulatory policies but also more towards market orientation in this case is the consumer and procurement evaluation for the sake of the decision to choose, satisfaction and trust in the special government that provides the subsidized housing program and also the real estate development company in this research is PT Bangun Minanga Lestari.

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