THE EFFECT OF PRODUCT DESIGN, PRICE PERCEPTION, LOCATION, AND ADVERTISING ON THE PURCHASE DECISION OF GREEN TEKSIN HOUSES AT PT. ASSET MANAGEMENT COMPANY (PPA) OF TEGAL DISTRICT

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Abstract:
The purpose of this study is to determine whether there is an influence of product design (X1) on purchasing decisions (Y), the influence of price perception (X2) on purchasing decisions (Y), the influence of location (X3) on purchasing decisions (Y), the influence of advertising (X4) on purchasing decisions (Y) and to determine how much product design (X1), price perception (X2), location (X3) and advertising (X4) together on purchasing decisions (Y). The method used in this study is a survey method with a quantitative approach through multiple linear regression analysis. The number of samples is 100 respondents who are consumers who have purchased a house in the Green Teksin housing complex in Tegal Regency. The results show that the product design variable (X1) has a positive and significant effect on purchasing decisions. The price perception variable (X2) has a positive and significant effect on purchasing decisions. The location variable (X3) has a positive and significant effect on purchasing decisions. At the same time, the advertising variable (X4) has a positive and significant effect on purchasing decisions. Simultaneously, it shows that the four independent variables have a significant effect on purchasing decisions for Green Teksin houses at PT. Asset Management Company (PPA) in Tegal Regency.
Keywords: Brand Image, Brand Awareness, Purchase Decision

INTRODUCTION

The business world is currently experiencing rapid progress, marked by the emergence of numerous new businesses with diverse offerings. Consumer desires are increasingly limitless due to the rapid development of the business world. This requires companies to meet customer needs and keep pace with developments by employing appropriate marketing strategies and concepts. Marketing is a key factor that companies must implement to maintain their existence.

Marketing is a company's activity in planning and implementing products or services aimed at meeting consumer desires and needs. Marketing can also be considered a factor that directly influences a company's success. Marketing activities help companies sell their products, increase public awareness, and enhance their acceptance by potential customers. Therefore, companies must design appropriate strategies to ensure product sales and consumer acceptance. Consumer purchases can increase sales of products or services.

A purchasing decision is a consumer's action when faced with two or more alternatives. A person will consider various factors before finally purchasing a product or service. Consumers will essentially make purchases based on their beliefs and attitudes. If they are confident in the product or service they choose, they will buy. Furthermore, consumer attitudes toward whether a product

or service is liked or disliked can influence consumer purchasing decisions (Kotler & Keller, 2008:186).

PT. Perusahaan Pengelola Aset (PT. Aset Management Company) observed the large number of residents in Tegal Regency who are still interested in owning a home. The Green Teksin Housing development also covers a larger area than other housing developments in Tegal Regency. The numerous competitors in the housing development sector threaten PT. Aset Management Company's business, as each competitor offers its unique housing products. Therefore, PT. Aset Management Company consistently considers various factors in its Green Teksin Housing development, including attractive home designs, varied pricing, location, and advertising. These factors are intended to attract consumers' attention and encourage them to make a purchase.

The following data is obtained from PT. The Asset Management Company, in conducting home sales at the Green Teksin Housing Complex in Tegal Regency, uses sales data from three years (2022-2024) to gauge consumer purchasing decisions:

Table 1. Green Teksin Housing Complex Sales Data, Tegal Regency

No.	Year	Units Sold
1.	2022	21 Unit
2.	2023	21 Unit
3.	2024	17 Unit

Source: Green Teksin Housing, Tegal Regency

Based on the above home sales data, sales at Green Teksin Housing did not increase in 2022 and 2023, and decreased in 2024. This is due to the presence of many other, more attractive housing developments nearby.

The home designs offered at Green Teksin Housing offer a variety of options, with each type featuring a different design. This is intended to differentiate the housing market from competitors selling similar products. The following are the home designs at Green Teksin Housing:

Figure 1. Green Teksin Housing Design

Based on the design image above, PT. Perusahaan Pengelola Aset offers houses with a variety of designs, ranging from the smallest to the most spacious. As the housing development business grows, consumers are demanding new, better designs and larger building and land areas, which have not yet been realized at Green Teksin Housing. Green Teksin Housing offers a relatively limited selection of house designs, with only six models or types. This leads consumers to prefer houses with a wider variety of designs and larger building and land areas.

The research problem, cited in Vicky Brama Kumbara's 2021 paper, "Customer Value Determination and Purchasing Decisions: Analysis of Product Quality, Product Design, and Endorsement," shows that one of the factors influencing consumers when purchasing a house is choosing a good design and a variety of options.

The prices offered by PT. Perusahaan Pengelola Aset for selling houses is also quite diverse, a plus point for this business. PT. Perusahaan Pengelola Aset offers its houses at prices ranging from the lowest to the highest, depending on the type. This is intended to allow consumers to adjust prices to their affordability and their desires and needs. The following is house price data for the Green Teksin Housing Complex in Tegal Regency, developed by PT. Perusahaan Pengelola Aset:

Table 2. Price List for Green Teksin Housing Complex in Tegal Regency

House Type	Price
Cempaka Shophouse Type (LT: 67.5m2, LB: 134.85m2)	Rp. 1,134,715,000
Angsana Type (LT: 120m2, LB: 108m2)	Rp. 1,194,960,000
Kenanga Type (LT: 120 m2, LB: 96m2)	Rp. 1,087,637,000
Sandalwood Type (LT: 91m2, LB: 73m2)	Rp. 643,067,000
Calliandra Type (LT: 91m2, LB: 44m2)	Rp. 453,265,000
Agarwood Type (LT: 84m2, LB: 36m2)	Rp. 435,250,000

Source: Brochure Image of Green Teksin Housing, Tegal Regency

Based on the pricing data above, PT. Perusahaan Pengelola Aset (Aset Management Company) offers a variety of prices for its housing products, ranging from the lowest to the highest. However, the prices offered at Green Teksin Housing, Tegal Regency, are still quite high for the relatively small design and land area. Consumer purchasing decisions at Green Teksin Housing indicate that consumers prefer luxurious designs at lower prices, such as the Gaharu type, with a land area of 84 m2 and a width of 36 m2, priced at Rp. 435,250,000, which is the most popular.

The phenomenon of no increase in sales at Green Teksin Housing in Tegal Regency for three years is due to several factors, such as a lack of diverse housing designs, consumer perceptions regarding price comparisons offered at Green Teksin Housing compared to other housing complexes, the more strategic location of other housing complexes, and the lack of regular advertising and the lack of extensive media utilization.

Based on the above phenomenon, previous theories and research warrant further research entitled "The Influence of Product Design, Price Perception, Location, and Advertising on Purchasing Decisions at Green Teksin Housing Complex at PT. Perusahaan Pengelola Aset (PPA) Tegal Regency."

Purchasing Decision. According to Peter and Olson (in Indrasari, 2019:70), a purchasing decision is a process of integrating knowledge aimed at evaluating a product with more than one alternative and then selecting one from among the available alternatives.

Dimensions and Indicators of Purchasing Decisions. The dimensions and indicators of purchasing decisions include five sub-decisions: product choice, brand choice, and supplier choice. Purchase timing and purchase quantity (Kotler and Keller in Indrasari, 2019: 74-75).

1) Product Choice, Indicators of product choice include:
   a) Product variants
2) Brand Choice, Indicators of brand choice include:
   a) Brand popularity
3) Distributor Choice, Indicators of distributor choice include:
   a) Product availability

Product Design. According to Suhartini et al. (2023: 77), product design is the process of designing the form, function, and aesthetics of a product to meet consumer desires and needs.

Product Design Dimensions and Indicators. According to Kotler (in Kumbara, 2021), there are parameters for product design, namely:

1) Characteristics
   a) Product characteristics have advantages. Product characteristics that support a product's basic function indicate that the characteristics are an effective tool in market competition.
   b) Jg,mgj
2) Performance
   a) The product's primary quality is that consumers are generally willing to pay more for better appearance or performance, as long as the price difference does not exceed a value they consider reasonable.
3) Conformance Quality
   a) The product meets promised specifications. This process is called conformance because it relates to conformity to predetermined specifications.

Price Perception. According to Rangkuti (in Kurniawan, 2020: 30), price perception is measured based on customer perceptions, namely by asking customers what variables they consider most important when choosing a product and the relative costs consumers must incur to obtain the product or service they desire.

Dimensions and Indicators of Price Perception. According to Kotler and Armstrong (in Indrasari, 2019: 44), consumers consider the following factors when viewing price:

1) Price Affordability
   a) The price is affordable
   b) Price variation
2) Price appropriateness to service quality
   a) Trust in price
3) Price appropriateness to benefits
   a) Benefits exceed the price.
   b) Product/service quality is commensurate with price
4) Price competitiveness
   a) Price differentiation from competitors
   b) Price flexibility compared to competitors

Location. According to Serang (2023: 75), location is a place used for buying and selling or shopping activities. This place can be a shop, a stand, or a bar counter, either inside or outside a building. A strategic location can influence consumers' intention to purchase because consumers can easily find the location.

Location Dimensions and Indicators. Mischitelli (in Said, 2022: 44-45) states that there are elements that influence the choice of a location, namely:

1) Place

a) Near a busy center

b) Near a densely populated area

2) Parking

a) Parking area security

b) Parking area convenience

3) Accessibility

a) Easy to reach

Advertising. Kotler (in Aisyah et al., 2021: 4) states that advertising is a form of non-personal presentation and promotion of ideas, products, or services with a specific sponsor and requires a fee.

Advertising Dimensions and Indicators. Siswanto & Haniza (2021: 14-15) explain that to increase the effectiveness of advertising activities, several aspects must be considered, including:

1) Advertising message

a) Informative and persuasive

b) Structured message

2) Advertising model

a) Attractive elements (attractiveness)

3) Media

a) Product advantages

4) Target audience

a) Suits consumer needs

b) Product usability

Hypothesis

● H1: Product design influences the purchase decision for Green Teksin houses at PT. Perusahaan Pengelola Aset (PPA) Tegal Regency.

● H2: Price perception influences the purchase decision for Green Teksin houses at PT. Perusahaan Pengelola Aset (PPA) Tegal Regency.

● H3: Location influences the purchase decision for Green Teksin houses at PT. Perusahaan Pengelola Aset (PPA) Tegal Regency.

● H4: Advertising influences the purchase decision for Green Teksin houses at PT. Tegal Regency Asset Management Company (PPA)

● H5: Product design, price perception, location, and advertising influence the purchasing decision of Green Teksin houses at PT. Tegal Regency Asset Management Company (PPA).

METHODS

The research method employed a quantitative approach to obtain past and current consumer data on product design, price perception, location, and advertising, influencing purchasing decisions. The data collection technique used a questionnaire. The population in this study was 133 consumers who had purchased a home at the Green Teksin Housing Complex in Tegal Regency.

The sampling technique used in this study was random sampling, which involves randomly selecting sample members from the population without regard to strata within the population (Sugiyono, 2019:129), namely respondents who had purchased a home at the Green Teksin Housing Complex in Tegal Regency. The sample size in this study was calculated using the Slovin Formula, resulting in a sample size of 99,812, as samples must be rounded up. Therefore, the sample to be

studied in this study was 100 consumers who had purchased a home at the Green Teksin Housing Complex in Tegal Regency.

RESULT AND DISCUSSION

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.70053135
Most Extreme Differences	Absolute	.069
	Positive	.050
	Negative	-.069
Test Statistic		.069
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

From the normality test results in Table 3 above, it can be seen that the significance value of 0.200 is greater than the specified value of 5%. The Kolmogorov-Smirnov test for normality, as shown in the table, yielded a test statistic of 0.069 and an Asymp. Sig. of 0.200 > 0.05. Therefore, a normal distribution can be concluded.

Table 4. Multicollinearity Test

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1(Constant)	12.420	1.688		7.356	.000		
Product Design	.048	.020	.100	2.378	.019	.899	1.112
Price Perception	.042	.021	.084	2.020	.046	.923	1.083
Location	.166	.021	.372	7.817	.000	.701	1.427
Advertising	.284	.023	.602	12.243	.000	.655	1.527

a. Dependent Variable: Buying decision

Based on Table 4 above, the results of the multicollinearity test indicate that all variables used have VIF values <10.00 and tolerance values >0.10. Therefore, it can be concluded that this study does not show any symptoms of multicollinearity in the regression model used.
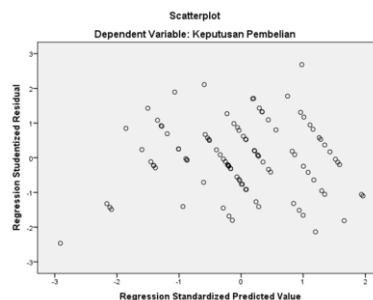
Heteroscedasticity Test

Figure 1. Heteroscedasticity Test

The heteroscedasticity test results shown in the figure above show no clear pattern, with the points located above and below 0 on the Y-axis. Therefore, heteroscedasticity is not present.

Table 5. Multiple Linear Regression Analysis

	Coefficientsᵃ				
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
1(Constant)	12.420	1.688		7.356	.000
Product Design	.048	.020	.100	2.378	.019
Price Perception	.042	.021	.084	2.020	.046
Location	.166	.021	.372	7.817	.000
Advertising	.284	.023	.602	12.243	.000

a. Dependent Variable: Buying decision

From the results of the multiple linear regression analysis shown in Table 5 above, the following regression equation can be constructed: $\hat{Y} = 12.420 + 0.048 X1 + 0.042 X2 + 0.166 X3 + 0.284 X4$

a. The constant t value of 12.420 means that if the independent variables, namely product design, price perception, location, and advertising, have a value of zero (0), then the dependent variable, purchase decision, has a value of 12.420.
b. The regression coefficient for the product design variable is 0.048, which is positive, indicating a positive influence of product design on purchase decisions.
c. The regression coefficient for the price perception variable is 0.042, which is positive, indicating a positive influence of price perception on purchase decisions.
d. The regression coefficient for the location variable is 0.166, which is positive, indicating a positive influence of location on purchase decisions.
e. The regression coefficient for the advertising variable is 0.284, which is positive, indicating a positive influence of advertising on purchase decisions.

Table 6. Partial T-Test

	Coefficientsᵃ				
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
1(Constant)	12.420	1.688		7.356	.000
Product Design	.048	.020	.100	2.378	.019

Price Perception	.042	.021	.084	2.020	.046
Location	.166	.021	.372	7.817	.000
Advertising	.284	.023	.602	12.243	.000

a. Dependent Variable: Buying decision

Based on Table 6 above, the results of data analysis using the t-test indicate that the influence of the independent variables on the dependent variable is as follows:

1) The product design variable on purchasing decisions has a t-value of 2.378 with a significance value of 0.019 < 0.05, indicating that H1 is accepted. Partially, the product design variable has a significant effect on purchasing decisions.
2) The price perception variable on purchasing decisions has a t-value of 2.020 with a significance value of 0.046 < 0.05, indicating that H2 is accepted. Partially, the price perception variable has a significant effect on purchasing decisions.
3) The location variable on purchasing decisions has a t-value of 7.817 with a significance value of 0.000 < 0.05, indicating that H3 is accepted. Partially, the location variable has a significant effect on purchasing decisions.
4) The advertising variable on purchasing decisions has a t-value of 12.243 with a significance value of 0.000 < 0.05, indicating that H3 is accepted. Partially, advertising variables have a significant influence on purchasing decisions.

Table 7. Simultaneous F-Test

ANOVAa

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	274.416	4	68.604	134.148	.000b
Residual	48.584	95	.511		
Total	323.000	99			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Advertising, Price Perception, Product Design, Location

Based on Table 7 above, the simultaneous significance test shows that the calculated F-value is 134.148, with a significance level of 0.000. Therefore, product design (X1), price perception (X2), location (X3), and advertising (X4) have a significant and simultaneous influence on purchasing decisions (Y).

Table 8. Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.922a	.850	.843	.715

a. Predictors: (Constant), Advertising, Price Perception, Product Design, Location
b. Dependent Variable: Purchase Decision

Based on Table 8 above, the Adjusted R Square value is 0.843, or 84.3%. This indicates that the variables of product design, price perception, location, and advertising simultaneously (together) influence the purchasing decision variable by 84.3%. Meanwhile, the remaining 15.7% is influenced by other variables not explained in this study.

CONCLUSION

Based on the research results and data processing, the following conclusions can be drawn:

1. Product design significantly influences the purchase decision for Green Teksin houses at PT. Perusahaan Pengelola Aset (PPA) Tegal Regency. This indicates that a better product design will increase the purchase decision for Green Teksin houses at PT. Perusahaan Pengelola Aset (PPA) Tegal Regency.
2. Price perception significantly influences the purchase decision for Green Teksin houses at PT. Perusahaan Pengelola Aset (PPA) Tegal Regency. This indicates that a more affordable price will increase the purchase decision for Green Teksin houses at PT. Perusahaan Pengelola Aset (PPA) Tegal Regency.
3. Location significantly influences the purchase decision for Green Teksin houses at PT. Perusahaan Pengelola Aset (PPA) Tegal Regency. This indicates that a more strategic location will increase the purchase decision for Green Teksin houses at PT. Perusahaan Pengelola Aset (PPA) Tegal Regency.
4. Advertising significantly influences the purchase decision for Green Teksin houses at PT. Perusahaan Pengelola Aset (PPA) Tegal Regency. This indicates that better advertising will increase the purchasing decision for Green Teksin Houses at PT. Perusahaan Pengelola Aset (PPA) Tegal Regency.
5. Product design, price perception, location, and advertising simultaneously have a significant influence on the purchasing decision for Green Teksin Houses at PT. Perusahaan Pengelola Aset (PPA) Tegal Regency.

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