

PENGARUH HARGA, FASILITAS, LOKASI TERHADAP KEPUTUSAN

PEMBELIAN PERUMAHAN MARISON REGENCY MADIUN

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh harga, fasilitas, dan lokasi terhadap keputusan pembelian perumahan Marison Regency Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan metode analisis regresi linier berganda. Berdasarkan hasil analisis, variabel harga terbukti berpengaruh positif dan signifikan terhadap keputusan pembelian, dengan nilai signifikansi sebesar 0,002 dan t hitung sebesar 3,224. Variabel fasilitas juga menunjukkan pengaruh positif dan signifikan, dengan nilai signifikansi sebesar 0,004 dan t hitung sebesar 2,912. Begitu pula lokasi memberikan pengaruh paling dominan dengan nilai signifikansi sebesar 0,000 dan t hitung sebesar 6,090. Secara simultan, ketiga variabel tersebut berpengaruh signifikan terhadap keputusan pembelian, dibuktikan dengan hasil uji F sebesar 53,446 dan nilai signifikansi sebesar 0,000. Nilai Adjusted R-squared sebesar 0,477 menunjukkan bahwa harga, fasilitas, dan lokasi mampu menjelaskan sebesar 47,7% variasi keputusan pembelian. Temuan ini menunjukkan bahwa konsumen mempertimbangkan kombinasi ketiga faktor ini dalam menentukan keputusan pembelian rumah. Studi ini memberikan implikasi penting bagi pengembang untuk merancang strategi pemasaran berdasarkan persepsi konsumen terhadap harga, fasilitas, dan lokasi.

Kata kunci: Harga, Fasilitas, Lokasi, Keputusan Pembelian

Abstract

This study aims to analyze the influence of price, facilities, and location on purchasing decisions for Marison Regency Madiun housing. This study uses a quantitative approach with multiple linear regression analysis methods. Based on the analysis results, the price variable is proven to have a positive and significant effect on purchasing decisions, with a significance value of 0.002 and a

calculated t of 3.224. The facility variable also shows a positive and significant effect, with a significance value of 0.004 and a calculated t of 2.912. Likewise, location provides the most dominant influence with a significance value of 0.000 and a calculated t of 6.090. Simultaneously, these three variables have a significant effect on purchasing decisions, evidenced by the F test results of 53.446 and a significance value of 0.000. The adjusted R-squared value of 0.477 indicates that price, facilities, and location are able to explain 47.7% of the variation in purchasing decisions. This finding indicates that consumers consider a combination of these three factors in determining home purchasing decisions. This study provides important implications for developers to design marketing strategies based on consumer perceptions of price, facilities, and location..

Keywords: Price, Facilities, Location, Purchase Decision

A. INTRODUCTION

In recent years, one of Indonesia's most pressing issues has been the rising demand for decent and affordable housing. According to the 2023 Susenas Survey, Indonesia's housing backlog stands at approximately 9.9 million units, while data from the Ministry of Public Works and Public Housing (PUPR) reports a figure as high as 12.7 million units, depending on the measurement method used (Detik, 2025). This highlights the significant gap between housing demand and available stock. At the same time, Bank BTN reported that subsidized mortgages (KPR) disbursed through the FLPP program reached 176,000 units out of a quota of 220,000 units throughout 2023 (BTN, 2023). Furthermore, since 2015, the government has launched the One Million Houses Program, which by the end of 2022 had successfully delivered nearly 8 million units, although the number of new homes built annually remains below the ideal target. The lower middle class now has more options thanks to policies like VAT incentives, low mortgage interest rates, and FLPP financing support. However, these policies have also encouraged consumers to be more picky, taking location and amenities into account in addition to price when making home purchases. Therefore, in order to stay competitive in the increasingly competitive real estate market, particularly in developing areas like Madiun City, housing developers must focus more on these three factors. Miati & Tresna (2020) explain that price is an element in the marketing

mix that generates revenue or income from sales activities. Price is the amount of money consumers pay in exchange for a product or service (N. Sari, 2024). Tjiptono & Diana (2016) state that facilities are physical elements or the atmosphere created through the exterior and interior design of a place, aimed at providing a sense of security and comfort to customers. Facilities are one of the factors consumers consider when making transactions in the housing sector (Aprileny et al., 2021).

Karundeng et al. (2021) explain that consumer decision-making is an integrative process in which consumers use their knowledge to evaluate several behavioral alternatives and then choose one. All of these factors encourage consumers to process the information they receive and form attitudes that lead to purchasing decisions.

Based on this research, the objectives obtained are as follows:

- a. To determine the influence of price on the purchasing decision of houses at Marison Regency Housing in Madiun.
- b. To determine how facilities affect the choice to buy a home at Marison Regency Housing in Madiun.
- c. To determine the influence of location on the decision to purchase a home at Marison Regency Housing in Madiun.
- d. To determine the influence of price, facilities, and location simultaneously on the purchasing decision of houses at Marison Regency Housing in Madiun.

Advantages of research:

- a. In theory:

This research is expected to contribute to the development of science, particularly in the fields of property marketing and consumer behavior, and it can serve as a reference for further research examining the factors that influence home purchasing decisions.

- b. Practically:

The findings of this study are expected to serve as input for the developer of Marison Regency Housing Madiun in formulating more effective marketing strategies and product development, particularly regarding price adjustments, facility improvements, and strategic location choices to enhance community purchase interest.

B. METHOD

This study combines an associative research methodology with a quantitative approach. Sugiyono (2019) defines quantitative research as a positivist-based research methodology used to examine particular populations or samples. Research instruments are used for data collection, and quantitative or statistical methods are used for data analysis in order to test preconceived notions. A survey is the research method employed, whereby researchers use a closed-ended questionnaire that has been validated and reliability-tested to directly gather primary data from respondents. This method is important because it gives researchers a dispassionate view of the elements that affect people's decisions to buy homes.

C. RESULTS AND DISCUSSIONS

Validity Test

Validity testing is used to verify statement items. In this study, validity testing was conducted using SPSS for Windows version 26. Validity is determined if $r_{\text{count}} > r_{\text{table}}$. The data is considered valid if $r_{\text{count}} > 0.146$ and significance $\alpha < 0.05$. For $df (142-2 = 140)$, the r_{table} is 0.164. The results of the validity test for the statement items in this study are as follows:

Table 1. Price Validity Test Results

No	r_{hitung}	r_{tabel}	Sig	Keterangan
1	0,683	0.164	0,000	Valid
2	0,666	0.164	0,000	Valid

3	0,616	0,164	0,000	Valid
4	0,677	0,164	0,000	Valid
5	0,231	0,164	0,006	Valid
6	0,342	0,164	0,000	Valid
7	0,310	0,164	0,000	Valid
8	0,438	0,164	0,000	Valid

Source: Processed Data, 2025

Table 2. Facility Validity Test Results

No	r _{hitung}	r _{tabel}	Sig	Keterangan
1	0,797	0,164	0,000	Valid
2	0,782	0,164	0,000	Valid
3	0,746	0,164	0,000	Valid
4	0,934	0,164	0,000	Valid
5	0,772	0,164	0,000	Valid
6	0,836	0,164	0,000	Valid
7	0,777	0,164	0,000	Valid
8	0,782	0,164	0,000	Valid

Source: Processed Data, 2025

Table 3. Location Validity Test Results

No	r _{hitung}	r _{tabel}	Sig	Keterangan
1	0,457	0,164	0,000	Valid
2	0,395	0,164	0,003	Valid
3	0,210	0,164	0,012	Valid
4	0,579	0,164	0,000	Valid
5	0,599	0,164	0,000	Valid
6	0,533	0,164	0,000	Valid
7	0,296	0,164	0,000	Valid
8	0,609	0,164	0,000	Valid
9	0,510	0,164	0,000	Valid
10	0,565	0,164	0,000	Valid
11	0,573	0,164	0,000	Valid
12	0,628	0,164	0,000	Valid

Source: Processed Data, 2025

Table 4. Results of the Validity Test of Purchase Decisions

No	r _{hitung}	r _{tabel}	Sig	Keterangan
1	0,253	0,164	0,002	Valid
2	0,368	0,164	0,000	Valid
3	0,549	0,164	0,000	Valid

4	0,504	0,164	0,000	Valid
5	0,285	0,164	0,000	Valid
6	0,528	0,164	0,000	Valid
7	0,452	0,164	0,000	Valid
8	0,346	0,164	0,000	Valid

Source: Processed Data, 2025

From the table above, it can be concluded that all statement items in the variables price, facilities, location, and purchasing decisions are valid, as $r \text{ count} > r \text{ table}$ is 0.164.

Reliability

Reliability testing is used to determine whether an instrument has been declared valid. In this study, the researchers used the Cronbach's Alpha formula with SPSS for Windows version 26 to calculate the instrument's reliability. An instrument is considered reliable if its alpha is > 0.60 . The results of the reliability test on this research instrument are as follows:

Table 5. Reliability Test Results

No	Variabel	Cronbach's Alpha	Keterangan
1	Harga	0,711	Reliabel
2	Fasilitas	0,917	Reliabel
3	Lokasi	0,693	Reliabel
4	Keputusan Pembelian	0,630	Reliabel

Source: Processed Data, 2025

Based on the table above, it can be seen that the price variable has an $r \text{ alpha}$ value of $0.711 > 0.60$, making it reliable. The facilities variable has an alpha value of $0.917 > 0.60$, making it a reliable instrument. Similarly, the location variable has an alpha value of $0.693 > 0.60$, making it a reliable instrument. Meanwhile, the purchasing decision variable has an alpha value of $0.630 > 0.60$, making it a reliable instrument

Multicollinearity

Table 6. Multicollinearity Test Results
Coefficients^a

Model		Collinearity Statistics		Keterangan
		Tolerance	VIF	
1	(Constant)			

Harga	,341	2,937	Tidak Terjadi Multikolonieritas
Fasilitas	,441	2,266	
Lokasi	,613	1,632	

Source: Processed Data, 2025

Based on the results in the table above, it can be seen that the tolerance value for the price variable is $0.341 > 0.10$, and the VIF value is $2.937 < 10$. For the facilities variable, the tolerance value is $0.441 > 0.10$, and the VIF value is $2.266 < 10$. Meanwhile, for the location variable, the tolerance value is $0.613 > 0.10$, and the VIF value is $1.632 < 10$. Thus, it can be concluded that the three independent variables: price, facilities, and location do not experience multicollinearity and are suitable for use in this study.

Heteroscedasticity

Table 7. Heteroscedasticity Test Results

		Correlations			Unstandardized Residual	
		Harga	Fasilitas	Lokasi		
Spearman's rho	Harga	Correlation Coefficient	1,000	,568**	,518**	,054
		Sig. (2-tailed)	.	,000	,000	,520
		N	142	142	142	142
	Fasilitas	Correlation Coefficient	,568**	1,000	,083	-,068
		Sig. (2-tailed)	,000	.	,328	,422
		N	142	142	142	142
	Lokasi	Correlation Coefficient	,518**	,083	1,000	,075
		Sig. (2-tailed)	,000	,328	.	,374
		N	142	142	142	142
Unstandardized Residual	Correlation Coefficient	,054	-,068	,075	1,000	
	Sig. (2-tailed)	,520	,422	,374	.	
	N	142	142	142	142	

Source: Processed Data, 2025

Based on the results of the heteroscedasticity test, the significance value for the price variable was $0.520 > 0.05$, the significance value for the facilities variable was $0.422 > 0.05$, and the significance value for the location variable was $0.374 > 0.05$. These results indicate that there are no signs of heteroscedasticity, as all significance values are greater than 0.05.

Multiple Linear Regression Analysis

Table 8. Multiple Linear Regression Analysis

Model		Coefficients ^a		Standardized Coefficients Beta
		Unstandardized		
		B	Std. Error	
1	(Constant)	9,887	2,387	
	Harga	,390	,101	,407
	Fasilitas	,095	,053	,166
	Lokasi	,155	,043	,283

Source: Processed Data, 2025

$$Y = 9,887 + 0.390X_1 + 0.095X_2 + 0.155X_3 + e$$

From the regression equation, the following conclusions can be drawn:

- $a = 9.887$, indicating a positive constant value. This means that if all independent variables price, facility, and location are assumed to be zero, the purchase decision value is 9.887. This indicates a positive impact. This indicates a constant basis for purchasing decisions, even without considering price, facility, or location.
- $\beta_1 = 0.390$, meaning that if the price variable increases by one unit, the purchase decision will increase by 0.390. This indicates that price has a positive relationship with purchase decisions. The more appropriate and affordable the price offered, the more consumers will be encouraged to purchase the housing.
- $\beta_2 = 0.095$, meaning that if the facility variable increases by one unit, the purchase decision will increase by 0.095. This indicates that the availability of facilities has a positive influence on purchase decisions. The more complete and adequate the facilities offered, the greater the consumer's interest in purchasing a home.
- $\beta_3 = 0.155$, meaning that if the location variable increases by one unit, the purchase decision will increase by 0.155. This proves that location also has a positive influence on purchasing decisions. The more strategic and accessible a residential location is, the more it will attract consumers' attention to make a purchase.

Uji T

Table 9. T Test Results

Model		Coefficients ^a		
		Standardized Coefficients Beta	t	Sig.
1	(Constant)		4,142	,000
	Harga	,407	3,853	,000
	Fasilitas	,166	1,792	,075
	Lokasi	,283	3,601	,000

Source: Processed Data, 2025

- For the price variable, the calculated t-value was 3.853 with a significance value of 0.000. This value is greater than the t-table ($3.853 > 1.656$), and the significance level is less than 0.05 ($0.002 < 0.05$). Therefore, it can be concluded that H_0 is rejected and H_1 is accepted. This means that the price variable has a partial and significant influence on housing purchase decisions. Therefore, the more competitive and appropriate the price offered, the more likely consumers are to purchase a house in Marison Regency Madiun.
- For the facilities variable, the calculated t-value was 1.792 with a significance value of 0.004. Because the calculated t-value is greater than the t-table ($1.792 > 1.656$) and the significance value is greater than 0.05 ($0.075 > 0.05$), H_2 is accepted and H_2 is rejected. This indicates that available facilities have a partial and insignificant effect on purchasing decisions. In other words, adequate facilities that support comfort will encourage consumers to choose the housing complex.
- For the location variable, the calculated t-value was 3.601 with a significance value of 0.000. The calculated t-value is greater than the t-table ($3.601 > 1.656$), and the significance value is well below 0.05 ($0.000 < 0.05$). Therefore, it can be concluded that H_0 is rejected and H_1 is accepted. This means that location has a partial and significant influence on purchasing decisions. This indicates that the more strategic the housing location, the greater the purchasing decisions of potential consumers.

Uji F

Table 10. F Test Results

Model		ANOVA ^a				
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	246,986	3	82,329	41,799	,000 ^b
	Residual	271,810	138	1,970		

Total	518,796	141			
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Source: Processed Data, 2025

Based on the F-test results, the calculated F-value is 41.799. This value is compared with the F-table at $\alpha = 0.05$, with $df_1 = 3$ and $df_2 = 138$ degrees of freedom, resulting in an F-table value of 2.67. Since the calculated F-value of 41.799 is greater than the F-table of 2.67, and the significance value is $0.000 < 0.05$, it can be concluded that H_0 is rejected and H_1 is accepted. This means that the variables price (X1), facilities (X2), and location (X3) collectively have a significant influence on the purchase decision (Y) of Marison Regency Madiun housing. These results indicate that the regression model used is suitable for predicting purchase decisions based on these three independent variables.

Coefficient of Determination

Table 11. Results of the Determination Coefficient Test

Model	Model Summary			Std. Error of the Estimate
	R	R Square	Adjusted R Square	
1	,690 ^a	,476	,465	1,403

Source: Processed Data, 2025

The R-square value, or coefficient of determination (R^2), of 0.476 indicates that the housing purchase decision (Y) is influenced by 47.6% of the variables: price, amenities, and location, while the remaining 52.4% is influenced by other factors not included in this research model.

D. CONCLUSIONS

Price has a positive and significant effect on purchasing decisions.

The t-test results show that the price variable has a calculated t-value of 3.853 (> 1.656), and its significance level is less than 0.05 ($0.002 < 0.05$).

Facilities have a positive but insignificant influence on purchasing decisions. The calculated T-value ($1.792 > 1.656$) and a significance level greater than 0.05 ($0.075 > 0.05$)

Location has a positive and significant influence on purchasing decisions. With calculated t-values ($3.601 > 1.656$) and significance values well below 0.05 ($0.000 < 0.05$),

Price, facility, and location simultaneously have a positive and significant influence on purchasing decisions. The F test results show a significance value of $0.000 < 0.05$ and a calculated F value of $41.799 > F_{table} 2.67$. Furthermore, the adjusted R squared value of 0.476 indicates that the three variables collectively explain 47.6% of the variation in purchasing decisions, while the remainder is influenced by factors outside of this study.

E. SUGGESTIONS

Future researchers are advised to add other variables, such as service quality or brand image, and to expand the scope of the research area to obtain more comprehensive results.

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