

## Analysis Location, Word of Mouth and Security Against the Decision to Purchase Permata Buana Kembangan Housing in West Jakarta

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### Abstract

This research is about the decision to buy housing at Permata Buana Kembangan, West Jakarta and this study aims to determine the effect of location, word of mouth, and security on purchasing decisions for Permata Buana housing and respondents who will buy Permata Buana housing. This research is descriptive and quantitative. Primary data and secondary data were obtained. Secondary data was obtained from various sources such as journalists, books, and primary data for other related publications obtained by distributing questionnaires to target respondents. Determination of the number of samples using the purposive sampling technique will be distributed via google form to 83 respondents obtained. The results showed that Location had a significant relationship with purchasing decisions, Word of Mouth was not significant for purchasing decisions, and Security was not significant for purchasing decisions.

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## INTRODUCTION

In Property Growth Throughout 2020, in the second quarter of 2020, Indonesia led the way in Southeast Asia in the list of countries with the highest residential property growth. In the Global House Price Index list released by Knight Frank Q2 2020, Indonesia recorded a house price growth of 1.6% year to date 2019 the second quarter to the second quarter of 2020 from the same period the previous year, which caused Indonesia's position far above Singapore. (0.4%).

Nevertheless, the data is still a glimpse of the impact of Covid-19 with the number of countries and regions seeing price declines picking up again in table Turkey leads the annual rankings with prices up 25% year-on-year but it's worth noting inflation is currently around 12%. European countries occupy eight of the top 10 rankings this quarter with the Baltic and Central and Eastern European countries well represented. New Zealand, Germany, and South Korea, the three countries that were initially thought to have dealt with the mixed outcome pandemic were listed most effectively.

The tight competition for developers in Indonesia has created a pattern of effective and appropriate strategies for building a sustainable property business. Developer competition in Indonesia with the 2021 BCI Asia Award winners who have the largest aggregate value from projects being built over the past year with the first rank being PT Intiland Development Tbk, second PT Alam Sutera Realty Tbk, third PT Ciputra Development Tbk, fourth PT PP Properti Tbk, fifth PT Jaya Real Property Tbk, sixth Sinarmas Land, seventh PT Summarecon Agung Tbk, eighth SwanCity, ninth PT Agung Podomoro Land Tbk, and tenth PT Wijaya Karya Realty, (Fadli and Alexander, 2021).

Purchasing decisions are actions taken by consumers to buy goods or services that begin to fulfill needs and end by selecting alternative alternatives for goods or services, (Tjiptono 2018) states that purchasing decisions are stages that buyers go through in determining product choices and services to be purchased. Where purchasing decisions are influenced by several factors such as Location (Senggetang, V., Mandey, S. L., & Moniharapon, S. 2019), Word of Mouth (Dewi, N. S., & Ida, B. S. 2020), security (Arasu and Viswanathan 2011).

Location is an organizational device that is included in the process that makes products or services to be used or consumed by consumers or business users (Sudjatmiko, at al. 2017). Therefore, it is important for residential property companies to pay attention to the advantages and ease of access to the selected location. In addition to the right location, property companies must also build a good promotion. promotions that provide explanations and convince potential consumers about goods and services with the aim of getting attention, educating, reminding, and convincing potential consumers (Radityo et al, 2019).

Word of Mouth is a positive or negative statement by potential, actual and former consumers about a product or company and disseminated to others via the internet According to Kevin et al. (2013). According to (Saputra, G. W., & Ardani, I. G. A. K. S. 2020). Word of mouth is a communication process providing recommendations both individually and in groups for a product or service that aims to provide personal information. Word-of-mouth is generally recognized to play a considerable role in influencing and shaping consumer behavior. Word of mouth (WOM) is a marketing effort that triggers consumers to talk about, promote, recommend, and sell our products/brands to other customers (Ling, T. S., & Pratomo, A. W. 2020).

Security in certain locations that have a high level of risk results in a decrease in property values (Arasu and Viswanathan 2011). Security is one factor that is highly considered by manufacturers. When security guarantees are acceptable and meet consumer expectations, consumers will be willing to disclose their personal information and will buy with a feeling of security (Jefryansyah, J., & Muhajirin, M. 2020), (Resmanasari D., Ruswandi, W., & Setiadi, S. 2020). security is the most important aspect where consumers will not buy property without any guarantee of security. Because without adequate

security guarantees it will certainly cause concern for consumers, which in turn prevents them from making purchasing decisions.

Permata Buana Housing Kembangan West Jakarta An altercation occurred between the security forces and residents, the incident occurred due to problems with plants in the housing and resulted in several security guards pushing and arguing with residents. There was even circulating blackmail in the incident (Trianto, 2021). The Permata Buana Housing Complex, Kembangan, West Jakarta, led to the police. Residents reported security guards on suspicion of looting and unpleasant acts. The police investigated the case and indicated that there were allegations of extortion (Detiknews, 2021). But that's not all that has happened in the Permata Buana Kembangan housing estate, West Jakarta, one of which is a location that is often flooded with a height of 50 cm since January 1, 2020, which has become a fear for residents to face the end of the year like the rainy season (Anonymous, 2020).

Based on the problems described above and referring to previous research, the researcher proposes important factors to be studied, namely Location, Word Of Mouth, Security, and Housing Purchase Decisions. The importance of this factor is examined because it is related to the object of research, the dominant factors and become the main considerations for consumers to make housing purchasing decisions are Location, Word Of Mouth, and Security. Word of Mouth is defined as accurate or relevant information related to objects and recommendations from several references or consumer experiences. Security is defined as a high level of risk that causes concern for consumers. Location is defined as being considered the right choice and convenience so that customer satisfaction can occur as desired.

### **Purchasing Decisions**

Before deciding to make a purchase, usually consumers will consider things before the purchase transaction is made. Hidayat, (2020) states that basic psychological processes play an important role in understanding how consumers actually make their purchasing decisions. The buying decision process, namely: 1) problem recognition; 2) information search; 3) evaluation of alternatives; 4) purchase decisions; and 5) post-purchase behavior. The purchasing decision is an action taken by consumers to buy an item or service that begins to fulfill needs and ends by selecting alternatives for available goods or services. (Hanifaradiz, A., & Satrio, B. (2016)

### **Location**

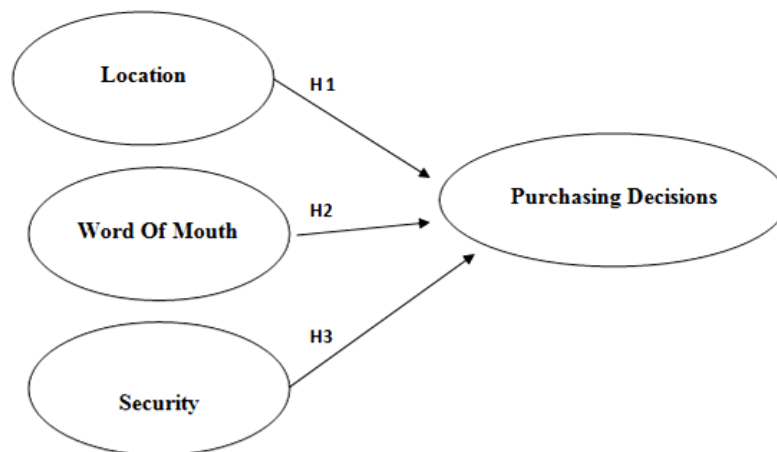
Location is a cost and revenue driver, so location often has the power to shape a company's business strategy. The strategic location aims to maximize profits for the company (Heizer & Render, 2015). The choice of a strategic location increases housing purchase decisions (Dwi Rachmawati, 2019). Research by Sinambow and Trang, (2015) found that a strategic location has a positive and significant effect on consumer purchasing decisions. Research by (Samudro, A. 2018) states that the right housing location strategy will have a positive impact on purchasing decisions.

## Word Of Mouth

According to (Kotler and Keller 2017), word of mouth is an offer made by people either in the form of oral, written, or electronic communication related to the good experience of buying or using products and services. can communicate something to other consumers. Meanwhile, according to (Samudro & Hamdan, 2021) Word of mouth is a negative or positive statement made by actual, potential, or previous consumers about a product or company where this information is available to people or institutions via the internet.

## Security

Security in certain locations that have a high level of risk results in a decrease in property values (Arasu and Viswanathan 2011). Security is one factor that is highly considered by manufacturers. When security guarantees are acceptable and meet consumer expectations, consumers will be willing to disclose their personal information and will buy with a feeling of security (Jefryansyah, J., & Muhajirin, M. 2020; Hamdan et al., 2021). Where consumers will not make property purchases without any security guarantees. Because without adequate security guarantees it will certainly cause concern for consumers, which in turn prevents them from making purchasing decisions.



**Figure 1 : Conceptual Framework**

## METHODS

### Research design

Based on the purpose and form of the problem in this study, this study uses a quantitative approach that is influencing variables, namely Location, Word of Mouth, and Security as exogenous variables, while purchasing decisions are endogenous variables. So this study uses a causal relationship. According to (Sugiyono, 2012) causal design is research that aims to analyze the causal relationship between the independent variable (exogenous) and the dependent variable (endogenous).

### **Population and Research Sample**

The data needed for data processing with PLS-SEM requires at least 10 times the independent variables of the outer model and inner model or uses a sample size of at least five to a maximum of ten times the number of formative indicators forming constructs (Hair et al., 2013). Then obtained a minimum of 80 and a maximum of 160 samples. The selection of respondents is consumers who will buy Permata Buana housing, Kembangan, West Jakarta as a sample and use a purposive sampling technique, namely the selection of informants intentionally based on their ability to explain certain themes, concepts, or phenomena (Robinson, 2014). The criteria for informants are consumers in the Permata Buana residential area, Kembangan, West Jakarta.

### **Data analysis technique**

Model evaluation in PLS includes two stages (Hair et al., 2013), namely: 1) evaluation of the measurement model (Outer Model) and 2) evaluation of the structural model (Inner Model). The outer model is carried out using criteria (Vinzi et al., 2010), namely: a) Indicator reliability, showing how many variants of the indicator can be explained by latent variables by paying attention to the loading value. Where if the loading value is less than 0.5 then the indicator must be eliminated from the model; b) Construct reliability, which can be calculated through the composite reliability value of more than 0.6; c) Convergent validity, generally checked with an average variance extracted (AVE) value of at least 0.5 to show a good measure of convergent validity; and d) Discriminant validity, evaluated by comparing the root value of AVE to be higher than the correlation between constructs or the AVE value higher than the squared correlation between constructs.

Inner Model is done with criteria (Vinzi et al., 2010), namely: a) Goodness of Fit (GoF) Index, if the value of commonalities is obtained by squaring the loading values with the criteria 0.1 (GoF small), 0.25 (moderate GoF), and 0.36 (GoF large); b) Effect Size ( $f^2$ ) is  $R^2$  if the interpretation of the value is 0.02 (the influence of exogenous latent variables is weak), 0.15 (the influence of exogenous latent variables is moderate), and 0.35 (the influence of exogenous latent variables is strong); c) Stone Geisser  $Q^2$  value, indicating the predictive capability of the model if it is above 0; and d) path coefficient, which describes the strength of the relationship between constructs. Relationships can be obtained by bootstrapping procedures, with the criteria if the value of  $t\text{-count} > t\text{-table}$  (1.96) at the significance level ( $\alpha = 5\%$ ), then the estimated value of the path coefficient is significant.

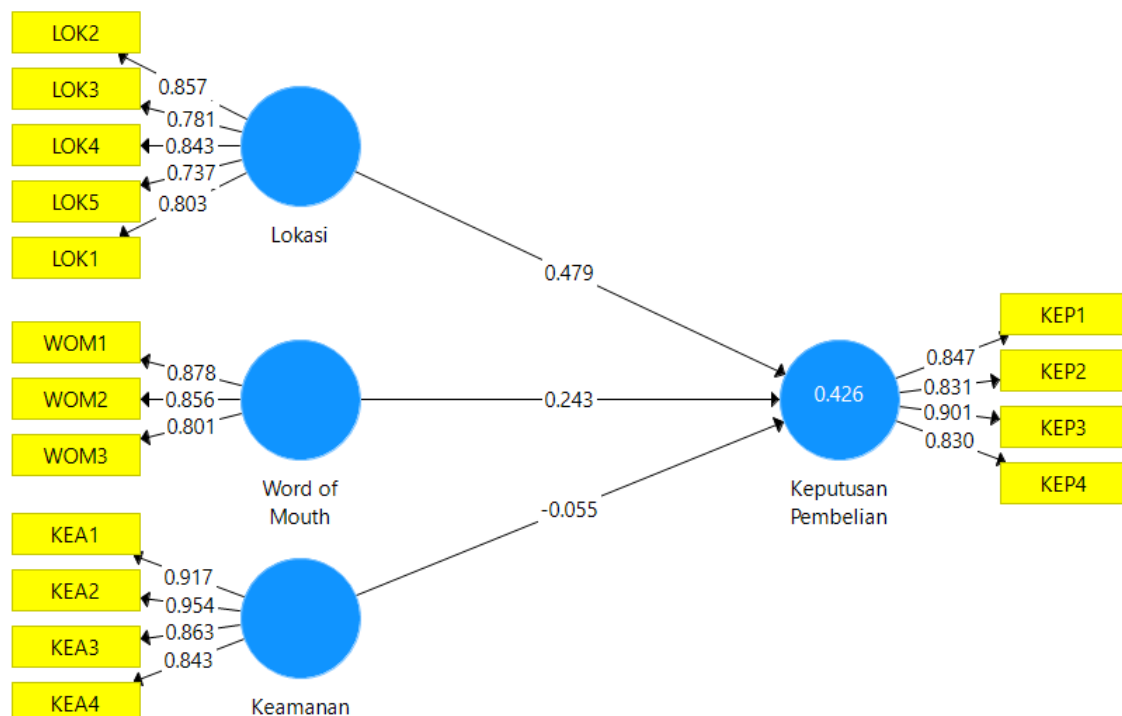
## **RESULTS AND DISCUSSION**

The structural analysis model in this study has two relationships which include: 1) outer model which specifies the relationship between latent variables and indicators (measurement model); 2) inner model which specifies the relationship between latent variables (structural model).

## Evaluation results of the outer model

### Convergent Validity

The loading factor of all construct items is above 0.70, so it can be concluded that all indicators reflecting on the construct can be accepted / valid after re-estimating (drop model), because it has a value below 0.70. In addition to seeing the model on the measurement of the outer model to determine whether or not the indicators used are valid, it can also be seen in the AVE (Average Variance Extracted) results.



**Figure 2 : Convergent Validity**

**Table 1: AVE (Average Variance Exctracted)**

Variabel	AVE	Information
Purchasing Decisions	0,727	Valid
Location	0,649	Valid
Word of Mouth	0,715	Valid
Security	0,801	Valid

Source: From data processing (2022)

The decision-making criteria of all indicators in reflecting their constructs have a good valid value, because they are above 0.50. This means that the measurements used have met the assumption of Convergent Validity or the items have diversity in reflecting their constructs.

**Discriminant Validity**

Testing discriminant validity, reflective indicators can be seen in the cross-loading between indicators and their constructs. An indicator is declared valid if it has the highest loading factor for the intended construct compared to the loading factor for other constructs

**Table 2: Result Cross Loading**

Item	Lokasi	Word of Mouth	Keamanan	Keputusan Pembelian
<b>LOK1</b>	<b>0,803</b>	0,586	0,173	0,525
<b>LOK2</b>	<b>0,857</b>	0,581	0,198	0,537
<b>LOK3</b>	<b>0,781</b>	0,441	0,207	0,492
<b>LOK4</b>	<b>0,843</b>	0,591	0,317	0,547
<b>LOK5</b>	<b>0,737</b>	0,475	0,207	0,402
<b>WOM1</b>	0,618	<b>0,878</b>	0,284	0,498
<b>WOM2</b>	0,558	<b>0,856</b>	0,065	0,505
<b>WOM3</b>	0,511	<b>0,801</b>	0,320	0,370
<b>KEA1</b>	0,297	0,337	<b>0,917</b>	0,105
<b>KEA2</b>	0,245	0,185	<b>0,954</b>	0,179
<b>KEA3</b>	0,193	0,180	<b>0,863</b>	0,058
<b>KEA4</b>	0,252	0,226	<b>0,843</b>	0,034
<b>KEP1</b>	0,475	0,525	0,106	<b>0,847</b>
<b>KEP2</b>	0,655	0,523	0,149	<b>0,831</b>
<b>KEP3</b>	0,516	0,439	0,095	<b>0,901</b>
<b>KEP4</b>	0,443	0,349	0,111	<b>0,830</b>

Sourche: From data processing (2022)

**Table 3: Result Fornell-Larcker**

Konstruk	Location	Word of Mouth	Security	Purchasing Decisions
Location	0,805			
Word of Mouth	0,262	0,846		
Security	0,274	0,251	0,895	
Purchasing Decisions	0,668	0,549	0,138	0,853

Source: From data processing (2022)

**Internal Consistency Reliability**

If all latent variable values have a composite reliability value and Cronbach's alpha 0.7, then all latent variables have good reliability values or the questionnaire used as a tool in this study is reliable and consistent. Meanwhile, if composite reliability and Cronbach's alpha 0.7, it will be the other way around. The following can be seen in Table 4 composite reliability and Cronbach's alpha .

**Table 4 Result Composite Reliability dan Cronbachs Alpha**

Variable	Cronbachs Alpha	Composite Reliability
Location	0,864	0,902
Word of Mouth	0,803	0,883
Security	0,927	0,942
Purchasing Decisions	0,876	0,914

Source: From data processing (2022)

### Evaluation results of the model *Inner Model*

#### Value Test R-Square

The R-Square value for the endogenous latent variable of 0.67 is good, 0.33 is moderate, and 0.19 is weak (Chin, 2010). The R-Square value in this study can be seen in Table 5.

**Table 5 : Result Uji R-Square**

Endogen Variable	R Square
Purchasing Decisions	0,392

Sourche: From data processing (2022)

From the results of the R-Square value in Table 5 above, two conclusions can be drawn, namely, the coefficient of the R-Square value of the Purchase Decision variable has a value of 0.426, so it is said to be good. This means that the ability of the Location, Word of Mouth and Security variables in identifying and explaining the Purchase Decision variable is 42.6%, and the remainder is identified and explained by other variables outside the research model.

#### Value Test *Cross-validated Redundancy (Q<sup>2</sup>)*.

The results of the above calculations show that the predictive-relevance ( $Q^2$ ) value is  $0.277 > 0$ . This means that the research model has met predictive relevance and the research model built is feasible and acceptable to be developed in further research models

**Table 6 : Result *Cross-validated Redundancy (Q<sup>2</sup>)***

Variabel Endogen	(Q <sup>2</sup> )
Keputusan Pembelian	0,277

Sourche: From data processing (2022)

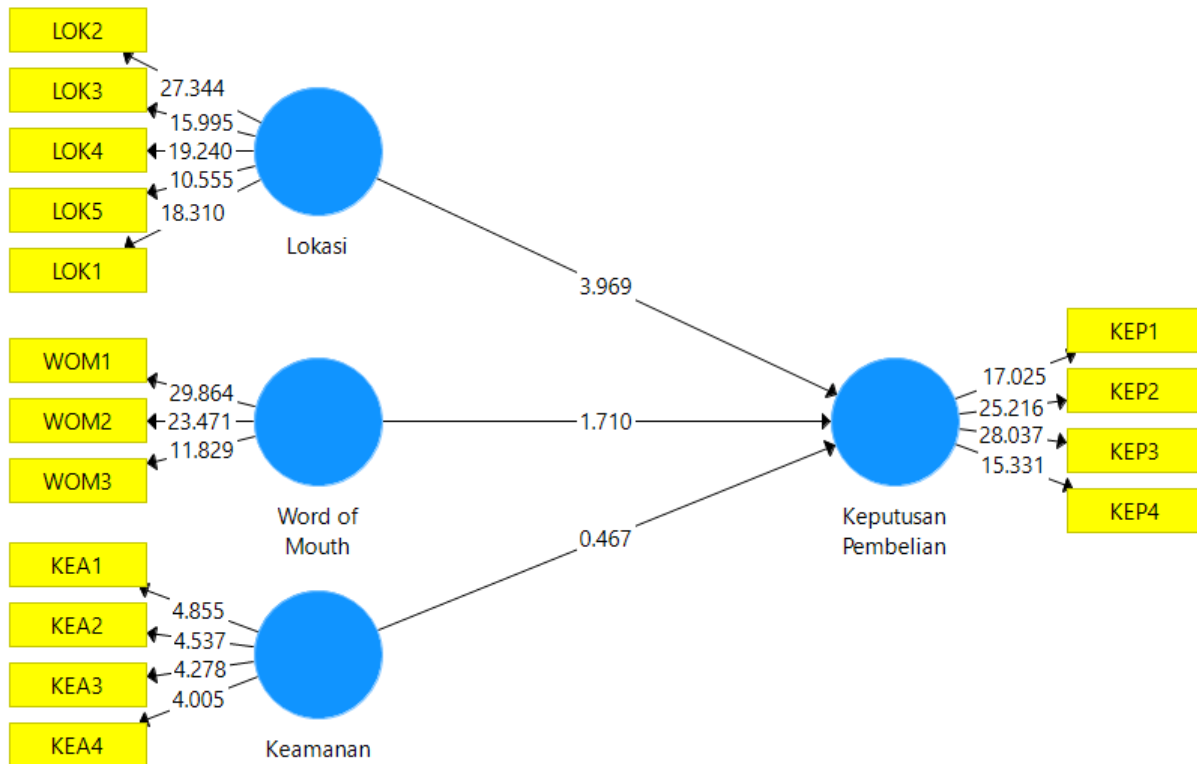
### Structural Model Evaluation.

Based on the results of the structural model in the picture above, the relationship between variables is described as follows:

- Location variable has a significant effect on purchasing decisions. Due to the value of T Statistics ( $3.969 > 1.96$ ), it means that the first hypothesis (H1: can be accepted).
- Word of Mouth variable has no significant effect on purchasing decisions. Due to the value of T Statistics ( $1.710 < 1.96$ ), it means that the second hypothesis (H2: not accepted).



- c) Security variable has no significant effect on purchasing decisions. Due to the value of T Statistics ( $0.467 < 1.96$ ), it means that the third hypothesis (H3: not accepted).



**Figure 3 : Structural Model Evaluation**

Based on the hypothesis that was built in this study about the analysis of Location, Word of Mouth, and Security on the Decision to Purchase Permata Buana Housing, the influence of variables that have a relationship will be described. Where, the first hypothesis in this study is the location has a significant effect on purchasing decisions, the second hypothesis, Word of Mouth which has no significant effect on purchasing decisions, and the third hypothesis is that security has no significant effect on purchasing decisions.

**Location has a significant influence on purchasing decisions**

From the hypothesis that has been built, namely, the location has a significant effect on purchasing decisions (H1: accepted). That is, the right location, and property companies must also build a good promotion. Promotions that provide explanations and convince potential consumers about goods and services with the aim of getting attention, educating, reminding, and convincing potential consumers (Radityo et al., 2019). Therefore, it is important for residential property companies to pay attention to the advantages and ease of access to the chosen location, it will improve purchasing decisions. The results of this study are in accordance with research developed by (Sudjatmiko et al. 2017), which states that location can have a significant effect on consumer purchasing decisions.

**Word of Mouth does not have a significant effect on purchasing decisions**

From the hypothesis that has been built, the Word of Mouth has no significant effect on purchasing decisions (H2: Hypothesis Rejected). That is, word of mouth (WOM) is a marketing effort that does not trigger consumers to talk, promote, recommend, and sell products/brands to other customers. So the results of this study are not in line with research (Ling, T. S., & Pratomo, A. W. 2020). (Saputra, G. W., & Ardani, I. G. A. K. S. 2020) Which states that the Word of Mouth variable has a significant effect on purchasing decisions.

**Security has no significant effect on purchasing decisions**

From the hypothesis that has been built namely, security has no significant effect on purchasing decisions (H3: Hypothesis Rejected). That is, the security variable does not have a significant effect on the buying decision of gem Buana housing. Therefore, security is one factor that is not taken into account by producers when meeting with consumers (Irawan, 2018). So the results of this study are not in line with research (Jefryansyah, J., & Muhajirin, M. 2020), (Resmanasari, D., Ruswandi, W., & Setiadi, S. 2020). Which states that the security variable has a significant effect on purchasing decisions.

**CONCLUSION**

Based on the results of research that aims to answer the hypothesis that has been built. This study discusses the Effect of Location, Word of Mouth, and Security on the Purchase Decision of Permata Buana Housing. Where the findings of this study include: 1) Location has a significant effect on the decision to purchase housing for the Eyes of Buana Housing. This means that, with the right location, property companies must also build good promotions, promotions that explain and convince potential consumers about goods and services with the aim of getting attention, educating, reminding, and convincing potential consumers. Therefore, it is important for residential property companies to pay attention to the advantages and ease of access to the selected location, it will improve purchasing decisions for Permata Buana Housing Purchase Decisions. 2) Word of Mouth has no significant effect on purchasing decisions for Permata Buana Housing. That is, word of mouth (WOM) is a marketing effort that does not trigger consumers to talk, promote, recommend, and sell products/brands to other customers. 3) Security has no significant effect on the decision to purchase Permata Buana housing. This means that security is not one of the factors that are highly considered by consumers when they want to make a purchase of Permata Buana housing, consumers will be willing to disclose their personal information and will make consumer purchasing decisions on Permata Buana Housing.

The researcher's suggestion from an academic point of view regarding the findings of this study is that it can be a reference for further research. However, there are several shortcomings in this. study such as there is still a lack of samples used, so it is necessary to add more samples to get better and more precise research results. Using variables outside the research, because based on the results of the

determination test it is still not in accordance with the expectations of the researcher, such as variables of company image, location access, social class, or social influence.

Meanwhile, the suggestion for practitioners or business actors is that they can implement aspects of this research. Aspects of this research include talk, promotion, sales, ability, kindness, and integrity. Where these aspects have been tested empirically and are also supported by previous studies. Therefore, the importance of these aspects to be implemented as an effective and appropriate strategic marketing decision making, of course, in creating business continuity in the future.

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