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RESEARCH ARTICLE

Analysis of Marketing Mix on Property Purchase Decision in Harvest City

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Abstract

Promotion and Location. The data used in this research are primary data with the Purposive Sampling method. Purposive sampling is conducted by intentionally distributing questionnaires to consumers who have purchased property in Harvest City, totaling 50 respondents. The data were analyzed using Smart PLS software. The analysis technique used in this study is multiple linear regression. The results show that partially, the variables of Product (X1), Price (X2), Place (X3), and Promotion (X4) significantly affect the Purchase Decision (Y). Meanwhile, simultaneously, the variables of Product (X1), Price (X2), Place (X3), and Promotion (X4) also significantly influence the Purchase Decision (Y).

Keywords
Product; Price, Place; Promotion; Purchase Decision; Housing; Harvest City.

1 | INTRODUCTION

The impact of the COVID-19 pandemic in Indonesia has affected the economy in all sectors since 2020, and it remains uncertain when the pandemic will end. The movement restrictions imposed by the government to control the spread of COVID-19 have had additional economic consequences. According to an economic observer, Mr. Saiful (beritasatu.com), the pandemic has led to weakened household consumption, or a decrease in purchasing power, a decline in investment in Indonesia due to the uncertainty of when the pandemic will end, and a drop in commodity prices. The effects of the pandemic are evident in the third quarter of 2020 compared to 2019, with a contraction of 3.49%. Several sectors, including production and the Transportation and Warehousing Business Sector, experienced a contraction of 16.70%, while other sectors faced a contraction of 10.82% (Iswari, 2021). One of the sectors directly impacted by the COVID-19 pandemic is the property sector. The housing sales data below indicates a decline in growth in 2020 due to the reduced purchasing power of consumers in the property sector.

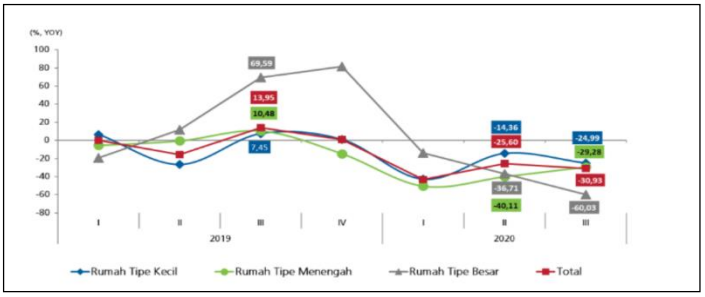


Figure 1: Annual Housing Sales Growth Data

Based on the data above, it shows that total housing sales experienced a decline of -30.91% compared to the previous year (YoY) in the third semester, which saw a sales growth of 13.95%, a difference of 26.60%. This condition has forced companies to implement various strategies to increase sales and ultimately enhance the company's profits during the COVID-19 pandemic. The marketing mix has become one of the marketing strategies used by companies to achieve their goals. Two previous studies show that the marketing mix influences consumer purchasing decisions. One study by Enggal demonstrated that the marketing mix, including product, price, promotion, and place, affects purchasing decisions (Enggal et al., 2019), and another by Andriandita showed that the marketing mix has a positive impact on purchasing decisions (Variabel et al., n.d.). One developer, Harvest City, stated that the sales of residential properties in the Cibubur area increased by 70% in July and August 2020 compared to the previous period (ekonomi.bisnis.com).

From the statement above, we can conclude that although the COVID-19 pandemic affected purchasing power for properties, Harvest City experienced an average increase of 35-40 units sold per month. This calls for further testing to determine the influence of the marketing mix on purchasing decisions, to obtain more valid and relevant information. Based on the above explanation, this study is titled "Analysis of the Marketing Mix on Property Purchase Decisions in Harvest City."

2 | BACKGROUND THEORY

The marketing mix is a marketing concept for companies. For a company, the marketing mix strategy is very helpful in improving the effectiveness of the marketing process, which will ultimately lead to maximizing the sales of goods and services. The marketing mix is defined as a set of marketing tools applied by a company continuously to achieve its marketing objectives (Kotler, Philip & Keller, 2012). Another definition of the marketing mix is the combination of all variables, which consist of product, price, promotion, and distribution (Sumarmi & Soeprihanto, 2010). The variables referred to are.

1) Product
   A product is the output of a production process designed to meet the desires and needs of consumers in a market. A product can be classified as either goods or services. Another definition of a product is anything that can be offered in the market for consumption or use by consumers.
2) Price
   Every product has a price attached to it, so in general, price is defined as the value that must be paid by the consumer to obtain the product.
3) Place
   Place refers to the physical location where a business operates to reach its target market. A business needs a strategic

location to effectively reach its target audience. Place can also refer to the channels used by producers to distribute the product from the producer to the consumer.

4) Promotion

Promotion is generally defined as activities aimed at introducing a product and informing consumers about its existence, encouraging them to buy the product. Essentially, promotion is a tool or form of marketing communication that involves activities to convey information, influence consumers to buy, and foster loyalty towards the products offered by the company.

From the above explanations, it can be concluded that the marketing mix is a concept in marketing that consists of various elements, which form the strategy of a company to meet the needs and desires of consumers and enhance sales. On the other hand, a company that implements the marketing mix will have a competitive advantage and be able to achieve the desired target market.

3 | METHOD

The data sources used in this study are primary and secondary data. Primary data refers to data obtained directly, in this case, from the responses of homeowners who have already purchased and settled in Harvest City through questionnaires. Secondary data refers to data obtained from existing sources, such as previous studies, journals, and literature related to the issues discussed in this research. This study employs both descriptive and causal research designs. The causal research design is used to identify the relationship or cause-and-effect influence between the independent variables and the dependent variable. The research variables used are Product (X1), Price (X2), Place (X3), Promotion (X4), and Purchase Decision (Y), where all the X factors are independent variables, and the purchase decision is the dependent variable.

The data collection techniques used in this study are through surveys, which involve gathering primary data from the direct responses of respondents through questionnaires distributed to property buyers in Harvest City, as well as library research, which includes reading books and reports related to the marketing mix and purchase decisions. The sampling method used is non-random sampling, as the researcher does not have precise information on the total population of consumers visiting Harvest City. The sampling technique is purposive sampling, where questionnaires are intentionally distributed to consumers who have purchased property in Harvest City, totaling 50 people, and the data is analyzed using Smart PLS software.

Testing is conducted with outer tests, including validity tests using convergent validity and discriminant validity. Indicators are considered valid if the outer loading is greater than 0.5. Reliability testing is performed using composite reliability, which should be greater than 0.6. The next test is the inner test, where the R-squared (R2) value is assessed. The model is considered acceptable if the R2 value is greater than 0. For the ease of the research, a framework of thinking is needed to address the issues, as shown in the attachment below.

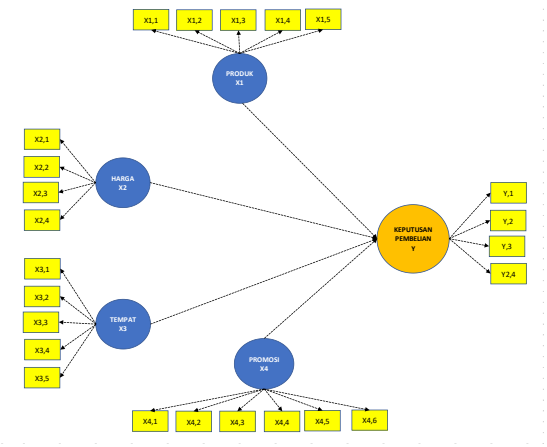


Figure 2. framework of thought

The diagram above shows the structural model depicting the relationship between the marketing mix variables and the purchase decision. The independent variables Product (X1), Price (X2), Place (X3), and Promotion (X4) affect the dependent variable, Purchase Decision (Y). Each variable is measured by several indicators, which are represented by the smaller boxes linked to the main variables. The arrows indicate how the marketing mix components impact consumer decisions on property purchases, suggesting a clear influence of each factor on the

overall decision-making process. This model helps visualize how different marketing strategies drive consumer behavior.

4 | RESULTS AND DISCUSSION

4.1 Results

4.1.1 Validity Test

A validity test is commonly used to measure the accuracy and precision of a measurement tool in carrying out its intended function (Azwar, 1986). Ghozali (2009) states that a validity test is used to assess whether a questionnaire is valid or not. A questionnaire is considered valid if the questions within it are capable of revealing what the questionnaire aims to measure. Below are the results of the validity test for the variables in this study.

Table 1. Validity Test Results of Variables

Variable	Item Code	Calculated r	r Table	Description
X1 - Product	X1.1	0.746	0.2787	Valid
X1 - Product	X1.2	0.716	0.2787	Valid
X1 - Product	X1.3	0.785	0.2787	Valid
X1 - Product	X1.4	0.771	0.2787	Valid
X1 - Product	X1.5	0.712	0.2787	Valid
X2 - Price	X2.1	0.779	0.2787	Valid
X2 - Price	X2.2	0.688	0.2787	Valid
X2 - Price	X2.3	0.671	0.2787	Valid
X2 - Price	X2.4	0.685	0.2787	Valid
X2 - Price	X2.5	0.561	0.2787	Valid
X3 - Promotion	X3.1	0.556	0.2787	Valid
X3 - Promotion	X3.2	0.661	0.2787	Valid
X3 - Promotion	X3.3	0.574	0.2787	Valid
X3 - Promotion	X3.4	0.351	0.2787	Valid
X4 - Place	X4.1	0.47	0.2787	Valid
X4 - Place	X4.2	0.868	0.2787	Valid
X4 - Place	X4.3	0.73	0.2787	Valid
X4 - Place	X4.4	0.693	0.2787	Valid
Y - Purchase Decision	Y1.1	0.773	0.2787	Valid
Y - Purchase Decision	Y1.2	0.711	0.2787	Valid
Y - Purchase Decision	Y1.3	0.842	0.2787	Valid
Y - Purchase Decision	Y1.4	0.575	0.2787	Valid

From the table above, it can be observed that the majority of the indicators for each variable have a calculated r value greater than the r table value (or a significance value less than alpha), meaning that, overall, the questionnaire items are valid and can be used for the next stage of analysis.

4.1.2 Reliability Test

The reliability test of the questionnaire aims to assess whether the instrument demonstrates consistency when measurements are repeated over time. According to Ghozali (2009), reliability refers to a tool used to measure a questionnaire, which serves as an indicator of a variable or construct. A questionnaire is considered reliable if an individual's responses to statements remain consistent or stable over time. The reliability of a test reflects its degree of stability, consistency, predictive power, and accuracy. Reliability testing of the instrument is conducted using Cronbach's Alpha statistic. According to Wiratna Sujarweni (2014), a questionnaire is deemed reliable and acceptable if the Cronbach's Alpha value exceeds 0.6. The following are the reliability test results for the three variables in this study.

Table 2. Reliability Test Results

Variable	Number of Items	Cronbach Alpha	Standard Value	Decision
X1 - Product	5	0.912	0.6	Highly Reliable
X2 - Price	5	0.904	0.6	Highly Reliable
X3 - Promotion	4	0.820	0.6	Highly Reliable
X4 - Place	4	0.810	0.6	Highly Reliable

Y - Purchase Decision	4	0.818	0.6	Highly Reliable

Table 2 shows the results of the reliability test for the research instrument. It can be observed that all three variables examined in this study have a Cronbach Alpha value greater than the standard value (0.6), indicating that the variables possess high reliability and can be used for further analysis.

4.1.3 Classical Assumption Test - Multicollinearity Test

There are several indicators that can be used to draw conclusions about the presence of multicollinearity in a regression model. In this discussion, the indicators used are the tolerance value and VIF (Variance Inflation Factor). The model does not exhibit multicollinearity symptoms if the tolerance value is greater than 0.1 and the VIF value between the independent variables is less than 10.

Table 3. Multicollinearity Test: VIF (Variance Inflation Factor) Values

Model	Collinearity Statistics	Tolerance	VIF
1	(Constant)		
	Product	0.462	2.165
	Price	0.637	1.570
	Promotion	0.702	1.424
	Place	0.414	2.414

It can be observed that in the empirical testing, the multicollinearity indicators in the model show that the tolerance value is greater than 0.1 and the VIF value is less than 10 for each independent variable. Based on these results, it can be concluded that the model does not exhibit multicollinearity symptoms between the independent variables, making it suitable for further analysis.

4.1.4 Classical Assumption Test - Heteroscedasticity Test

There are several indicators that can be used to identify heteroscedasticity symptoms in a model. In this discussion, the researcher uses a scatter plot by observing the scatter pattern formed between the SRESID (studentized residual) and ZPRED (standardized predicted value) variables, as well as the Glejser test.

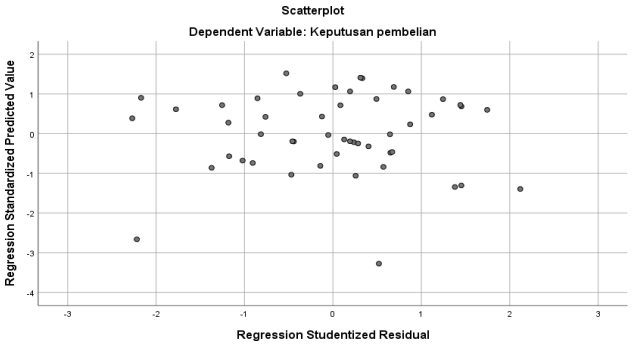


Figure 1. Scatter Plot of the Heteroscedasticity Test

In the scatter plot above, it is clear that there is no specific pattern, as the points are randomly scattered above and below the zero axis on the Y-axis. Therefore, it can be concluded that there are no signs of heteroscedasticity in the model that has been formed. In other words, the error variance in the model is constant, and the model can be used for further analysis.

Table 4. Glejser Test

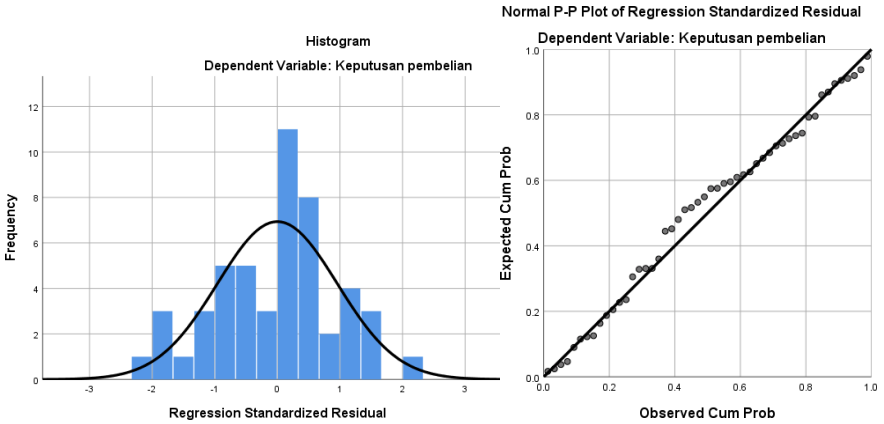
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Beta
1	(Constant)	2.436	0.817	2.982	0.005
	Product	0.009	0.038	0.233	0.817
	Price	0.001	0.035	0.033	0.973
	Promotion	-0.115	0.054	-2.842	0.068
	Place	0.030	0.056	0.546	0.588

The Glejser test regresses the independent variables against the dependent variable, which is the absolute residual value. From the data, it can be observed that the significance values for the variables are mostly greater than the alpha

level (5%). Based on these results, it can be concluded that the model is free from heteroscedasticity symptoms and can be used for further analysis.

4.1.5 Classical Assumption Test - Normality Test

To assess the normality of the data, graphical methods such as the P-P Plot, histogram, and the significance value from the Kolmogorov-Smirnov test are employed. The P-P Plot compares the observed cumulative probabilities with those expected from a normal distribution. By analyzing this plot, deviations from normality can be visually identified. The histogram provides further insight into the distribution's shape, highlighting any potential skewness or excess kurtosis. The Kolmogorov-Smirnov test offers a statistical approach to assess how well the data fits a normal distribution. A p-value greater than the significance level suggests that the data aligns with normality, while a smaller p-value indicates a significant deviation. These tests ensure that the assumption of normality is met, which is crucial for the reliability of subsequent statistical analyses.



Through graphical testing, the P-P Plot above shows that the residuals tend to spread around the diagonal line. Additionally, the histogram of the residuals appears to form a nearly perfect bell curve. Based on the guidelines for drawing conclusions from the normality test, it can be concluded that the residual values of the model are relatively normally distributed.

Table 5. Kolmogorov-Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test	Unstandardized Residual
N	50
Normal Parameters	
Mean	0.0000000
Std. Deviation	1.50043658
Most Extreme Differences	
Absolute	0.091
Positive	0.047
Negative	-0.091
Test Statistic	0.091
Asymp. Sig. (2-tailed)	0.200c,d

Based on the residual normality test using the formal Kolmogorov-Smirnov indicator with the asymptotic approach, the computed test statistic for the variable is 0.091. This value has a p-value of 0.200, which is greater than the alpha level of 0.05. Based on these results, it can be concluded that at a 95% confidence level (alpha 5%), there is sufficient evidence to accept the null hypothesis (H0), indicating that the residual data follows a normal distribution.

Table 6. Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.847[a]	.718	.693	1.566	1.863

The results of the autocorrelation test in the table above show that the Durbin-Watson (DW) value is 1.801. This value will be compared using a 5% confidence level. To obtain the values of dL and dU, the Durbin-Watson table is used, where

the sample size (n) is 50 and the number of independent variables (k) is 5. It can be concluded that no autocorrelation exists in this study, as the value of dU < DW < 4 - dU (1.7214 < 1.863 < 2.2786).

Table 6. Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Product	50	5	25	18.46	4.871
Price	50	5	25	19.34	4.489
Promotion	50	6	20	16.50	2.809
Place	50	4	20	15.58	3.535
Purchase Decision	50	7	20	16.16	2.824
Valid N (listwise)	50				

A total of N=50 sample data were analyzed in this study, consisting of the dependent variable, Purchase Decision (Y), and four independent variables: Product (X1), Price (X2), Promotion (X3), and Place (X4). Generally, descriptive statistics are used to examine the distribution of data, the tendency of how data is centered, and the deviation from the central value. The central tendency (mean) can be represented by the average value of a variable. Meanwhile, the tendency of data deviation is indicated by the standard deviation (Std. Deviation). The mean and standard deviation values for each variable at a specific point in time are provided in the table above.

Table 7. Multiple Linear Regression Analysis Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	B	Std. Error	t	Sig.
1	(Constant)	2.657	1.441	1.843	0.072	
	Product	0.172	0.068	0.297	2.548	0.014
	Price	0.156	0.062	0.248	2.494	0.016
	Promotion	0.245	0.095	0.244	2.579	0.013
	Place	0.210	0.098	0.263	2.134	0.038

Dependent Variable: Purchase Decision

In this study, simple linear regression analysis with one independent variable was used. The regression equation results presented in the table above can be written as the following simple linear regression equation.

$$\boldsymbol{Y} = \boldsymbol{\alpha} + \boldsymbol{B1X1} + \boldsymbol{B2X2} + \boldsymbol{B3X3} + \boldsymbol{B4X4} + \boldsymbol{\varepsilon}$$

$$\boldsymbol{Y} = 2.657 + 0.172\ \boldsymbol{X1} + 0.156\ \boldsymbol{X2} + 0.245\ \boldsymbol{X3} + 0.210\ \boldsymbol{X4}$$

Table 8. T-Test Results (Partial)

Model	Unstandardized Coefficients	Standardized Coefficients	B	Std. Error	t	Sig.
1	(Constant)	2.657	1.441	1.843	0.072	
1	Product	0.172	0.068	0.297	2.548	0.014
1	Price	0.156	0.062	0.248	2.494	0.016
1	Promotion	0.245	0.095	0.244	2.579	0.013
1	Place	0.210	0.098	0.263	2.134	0.038

Dependent Variable: Purchase Decision

Based on the empirical data (field results), it was found that the t-value for the independent variable Product was 2.548, with a p-value of 0.014. Since the p-value is less than alpha (5%), the conclusion of the hypothesis test is to reject H0. With this result, at a 95% confidence level, it can be concluded that the Product variable has a significant (partial) effect on Purchase Decision.

Based on the empirical data (field results), it was found that the t-value for the independent variable Price was -2.494, with a p-value of 0.016. Since the p-value is less than alpha (5%), the conclusion of the hypothesis test is to reject H0. With this result, at a 95% confidence level, it can be concluded that the Price variable has a significant (partial) effect on Purchase Decision.

Based on the empirical data (field results), it was found that the t-value for the independent variable Promotion was -2.579, with a p-value of 0.013. Since the p-value is less than alpha (5%), the conclusion of the hypothesis test is to reject H0. With this result, at a 95% confidence level, it can be concluded that the Promotion variable has a significant (partial) effect on Purchase Decision.

Based on the empirical data (field results), it was found that the t-value for the independent variable Place was 2.134, with a p-value of 0.038. Since the p-value is less than alpha (5%), the conclusion of the hypothesis test is to reject H0. With this result, at a 95% confidence level, it can be concluded that the Place variable has a significant (partial) effect on

Purchase Decision.

Table 9. F-Test Results (Simultaneous)

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	280.406	4	70.101	28.596
	Residual	110.314	45	2.451	
	Total	390.720	49		

Dependent Variable: Purchase Decision
Predictors: (Constant), Place, Promotion, Price, Product

Based on the empirical data (field results), it was found that the calculated F-value is 28.596 and the p-value is 0.000. Since the p-value is less than alpha (5%), the conclusion of the hypothesis test is to reject H0. At a 95% confidence level, it can be concluded that there is sufficient evidence to state that the independent variables in the model, considered together (simultaneously), have a significant effect on the Purchase Decision.

Table 10. Correlation Coefficients Between Variables

Variable	Product	Price	Promotion	Place	Purchase Decision
Product	1	0.550**	0.454**	0.705**	0.729**
Price	0.550**	1	0.347*	0.561**	0.643**
Promotion	0.454**	0.347*	1	0.533**	0.605**
Place	0.705**	0.561**	0.533**	1	0.741**
Purchase Decision	0.729**	0.643**	0.605**	0.741**	1

**** Correlation is significant at the 0.01 level (2-tailed).
**** Correlation is significant at the 0.05 level (2-tailed).

The table above shows the correlation coefficients between variables, representing the strength of the relationship between the variables used in the study. A correlation coefficient is considered very strong if it is close to 1 or -1, whereas a low correlation occurs when the coefficient is close to 0. As shown in the table above, the correlation coefficients between the independent variables and the dependent variable range from 0.605 to 0.741, meaning that the correlation between variables varies from moderate to strong. The majority of the relationships between the variables are positive. A positive relationship indicates a direct correlation between the two variables, where an increase in the value of X is followed by an increase in the value of Y.

Table 11. Model Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.847a	0.718	0.693	1.566

Predictors: (Constant), Place, Promotion, Price, Product

From the table above, the coefficient of determination for the model is 0.718. This value represents the contribution of the independent variables to the variation in the dependent variable. Based on this value, it can be concluded that Place, Product, Promotion, and Price contribute 71.8% to the variation in the Purchase Decision (Y), while the remaining 28.2% is explained by factors outside the model.

4.2 Discussion

This study reveals that the factors within the marketing mix product, price, promotion, and place significantly influence property purchase decisions at Harvest City. Each variable plays an important role in the purchasing process, though their impacts vary. Product is a primary factor in the purchase decision. The analysis shows that the quality of the property offered has a significant impact on consumer decisions. As explained by Kotler and Armstrong (2016), high-quality products are more attractive to consumers. This is evident in Harvest City's properties, which offer comprehensive facilities and modern designs, thus enhancing buyer interest. These findings align with previous research by Enggal et al. (2019), which found that product quality plays a significant role in purchase decisions across various sectors.

Price is the second influential factor in the purchase decision. The study reveals that a price that aligns with the value offered by the property encourages consumers to make a purchase. Kotler and Keller (2012) highlight that an appropriate price is crucial in attracting the market. In situations like the COVID-19 pandemic, where consumer purchasing power decreases, competitive pricing or offers such as discounts and flexible payment systems become more attractive, as noted by Iswari (2021). Promotion has a significant impact on driving consumer purchase decisions. Promotional activities, conducted through various channels such as mass media advertising, social media promotions, and special offers, increase

consumer awareness and purchasing intent. Kotler and Armstrong (2016) suggest that well-targeted promotions can influence consumer behavior. These findings also reinforce the results from Enggal et al. (2019), which showed a positive relationship between promotion and purchase decisions in the retail sector, a finding that is equally relevant to the property market.

Place or distribution also significantly influences the purchase decision. Properties located in strategic and accessible areas tend to attract more interest from consumers. Kotler and Keller (2012) argue that place is an essential element in facilitating consumer access to products, thereby easing the purchasing process. In this case, Harvest City's location, situated in an accessible and rapidly developing area, adds value and increases its appeal to potential buyers. Overall, the analysis indicates that the four variables product, price, promotion, and place collectively influence the purchase decision. The F-test results show a significant relationship between these variables and the purchase decision, with a contribution of 71.8%. This suggests that when these four factors are managed effectively, they can work together to drive consumer purchase decisions. This view is consistent with Alma (2013), who emphasizes that an integrated marketing strategy leads to better performance outcomes.

While this study provides valuable insights, there are several aspects that warrant further consideration. The research is limited to a single property developer in one location, so the findings may not be generalizable across the entire property sector. Future studies should include other property developers in different locations to assess whether the results hold true in a broader context. Additionally, external factors such as government policies or economic conditions influenced by the pandemic could play a significant role in property purchase decisions (Katadata, 2020; Vibiznews, 2020).

5 | CONCLUSIONS AND FUTURE WORK

Based on the analysis and discussion presented in the previous chapter, it can be concluded that the Product variable has a significant (partial) effect on Purchase Decision at a 95% confidence level. Similarly, the Price variable also has a significant (partial) effect on Purchase Decision, as evidenced by the results of the partial test at the same confidence level. The Promotion variable shows a significant (partial) effect on Purchase Decision as well, with the results supporting this conclusion at a 95% confidence level. Furthermore, the Place variable also demonstrates a significant (partial) effect on Purchase Decision at the 95% confidence level. In the simultaneous test, the combined effect of the independent variables Product, Price, Promotion, and Place on Purchase Decision was evaluated. At a 95% confidence level, there is sufficient evidence to conclude that these independent variables, considered together, have a significant effect on Purchase Decision.

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