



Behavioral Determinants Of Housing Consumer Purchasing Decisions In Medan City

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Abstract

This study aims to determine and analyze the influence of intrinsic and extrinsic factors on the behavior of housing purchase decisions in the city of Medan. The type of research used in this research is associative research with a quantitative approach. The population in this study is housing consumers in the city of Medan, North Sumatra whose number cannot be determined/unlimited. The sampling method used a nonprobability sampling method with a purposive sampling technique, where the researcher collects information from the most complete and fulfills various information needs. And accidental sampling provides questionnaires directly/coincidentally to meet the respondents who are said to be appropriate and worthy of the existing research. with the zikmund formula so that the number of research samples was 96 respondents. Methods of data collection is done by means of questionnaires and interviews. The data analysis method used is multiple linear regression analysis. Results Based on the research obtained partially and simultaneously, it shows that intrinsic and extrinsic factors influence purchasing decision behavior in the city of Medan. The results of the coefficient of determination test obtained the Adjusted R square value of 0.768 (76.8%). This shows that the intrinsic and extrinsic factors are able to explain the behavior of purchasing decisions by 76.8%, while the remaining 23.2% is influenced by other variables not examined in this study.

Keywords: Intrinsic Factors, Extrinsic Factors, Purchase Decision Behavior Housing area

INTRODUCTION

In the era of development where the economy is also moving towards the critical thing related to finance, having a vital dwelling such as housing and settlement property is an essential human need and has an essential ability as a place for family development, social nursery, and work on the nature of people in the future and is an example of public character. The nature of reasonable lodging can describe the recognition of the success of the local area and quality human resources. In addition to filling in as security against regular influences or disruptive climates, houses also play a socio-cultural role as a center for family training, social nursery, upside-down living, planning for younger ages, and an indication of character. The function of the house has also changed from what was originally just a shelter. Now a house is not enough just for shelter but is also required to accommodate the needs and desires of the owner, such as strategic location, affordable price, comfortable building conditions, and environment. In other words, it is not enough to shelter, but it must also be a decent place to live. In buying a house, people are faced with several factors, including intrinsic and extrinsic factors. Where intrinsic factors, such as customer motivation, customer experience, trust, and extrinsic factors, such as social media marketing, product quality, and price, support purchasing behavior.

Purchasing decision is a step taken by consumers who have first thought about several steps taken in buying a product that the consumer wants. Purchasing is a consumer decision

influenced by financial economics, technology, politics, culture, products, prices, and location to form an attitude in consumers to manage all information and draw conclusions in the form of a response that appears what product to buy. With this, people today are competing to fulfill their needs to survive by having a house as a place to live. Purchasing decisions can also be interpreted as part of consumer behavior, namely the study of how individual groups and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy their needs and want. To support consumer motivation in choosing housing that suits their desires.

Customer Motivation is a tendency (a trait that is the subject of opposition) in a person that generates support and action. Motivation is a factor of biological and emotional needs that can only be estimated from observations of human behavior. Motivation can be interpreted as a driving force that creates a person's enthusiasm so that they want to work together, work effectively, and be integrated with all their efforts to achieve a decision on a purchase, with the motivation to buy, of course, consumers pay attention to several things related to the condition of the housing that is the target to be considered and identified as a place to live. This will be done if there is a customer experience from a consumer when looking at some essential things beforehand.

A positive customer experience is significant for business continuity. This is because it is an indicator of the success or failure of the services provided by the company. If they get a satisfied shopping experience, this will build a sense of customer loyalty to the company itself. A customer's overall perception of their experience with a business or brand. This experience is built by customers when they interact from the beginning with the brand to post-sale. In short, when customers navigate the site, they talk to customer service when they receive the product or service they bought from the company until they complain about the product. All these forms of interaction can be an assessment for consumers, whether the customer experience they get is satisfying or vice versa. It will also ultimately determine behavior in purchasing decisions, usually if customer loyalty has been formed; in the end, the customer will recommend the product or service to others. That way, the company will get new customers. This, of course, will be supported by the excessive trust of a consumer to decide to buy housing.

Consumers' beliefs, convictions, and knowledge about an object or product regarding its various attributes and benefits. Attributes are characteristics or features that an object may or may not have. Meanwhile, benefits are positive results provided to consumers. Belief is a descriptive thought that a person holds about something. Beliefs arise from repeated perceptions, learning, and experience. Trust is critical in developing a strong desire to maintain a long-term relationship. To maintain customer loyalty, companies do not only rely on customer satisfaction; more than that, trust is a critical intermediary in building successful relationship exchanges to build high customer loyalty with previous purchasing decisions. So with high trust, consumers who make housing purchases will feel happy, satisfied, and according to something that has been purchased before. Several things, including information available on various social media, also support trust. In this case, the marketing process using social media is very effective for providing precise and fast information to consumers.

Social media marketing is a form of digital marketing that uses social media and websites to market business products or services through paid and organic means. The choice of social media marketing platform is also essential. This is because it is related to the

suitability of the target market that has been made. Thus, the success of the marketing strategy that has been made will be related to the social media marketing platform used. In the era of digital ecosystems like now, social media dramatically influences people's lives worldwide. Marketing strategies that use social media are considered a powerful way to reach various potential customers with a diverse age range. Here are the reasons why social media marketing is essential. Brand awareness is a consumer or potential customer of a business who immediately recognizes and remembers the brand, even if only by looking at the logo, image, color, or product sample. Consumers can recognize the promoted product or service by glancing at the products uploaded on social media. Because the product is continuously uploaded, they start to pay attention and are even interested in buying and using it. This is, of course, supported by the quality of housing products that are marketed to meet the standardization of the community in buying housing in Medan City.

Product quality is the primary key for the product to be recognized and trusted by the wider community. If you want to increase loyalty to a higher level, make sure the seller can improve quality first. Product quality is the ability of a product or service to perform its function by considering various aspects such as its reliability, durability, convenience value, need for repair, and other values that also need to be considered. From this understanding alone, business actors can estimate what efforts must be made to maintain quality. Such as the best housing raw materials, the physical condition of the building is sturdy and designed. By ensuring that the products to be marketed have good durability during use, business actors can add value to the product. Because whether they realize it or not, consumers will prefer products with a longer service life than similar products that are easily damaged. Product quality with a long life cycle will convince customers to make repeat purchases, for example, buying the same product when the life of the previous product has expired and can no longer be used. With the best quality, price is a determining factor in housing purchase decisions for the people of Medan City.

Determining the price of a product or service in business is part of a marketing strategy that cannot be taken lightly. Determining a price must consider various factors, one of which is the quality factor and the community's purchasing power for the product or service offered. Data collection related to complete and detailed product specifications is also needed to determine a reasonable and measurable pricing strategy. They start from the capital to make the products sold to calculate the profit earned from each sale. This can be very troublesome if the products offered by your business are quite numerous and diverse. Pricing is not just a number. However, the price must also be able to convey information about the product to be sold. Higher prices usually mean that buyers will expect the products to be purchased to be of better quality. However, if a product that should be expensive is then reduced in value, potential buyers will usually be very suspicious about its quality. Based on the phenomenon of the above problems, the researcher is interested in conducting further research on the title "Determinants Of Housing Purchase Decision Making in Medan City."

1. HIPOTESIS LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Consumer Behavior

According to Kotler and Keller (2014), consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences

satisfy their needs and desires. Consumer behavior is an action that is directly involved in obtaining, consuming, and disposing of products/services, including processes that precede and follow actions (Engel, 2013). Consumer behavior studies units and decision-making processes in receiving, using, purchasing, and determining goods, services, and ideas (Mowen & Minor, 2013). In choosing a desired product, consumers will go through a learning process about the desired product. Consumers must distinguish brand features by describing brand advantages through print media with long texts.

2.2. Consumer Purchase Decision

According to Tjiptono (2014), purchasing is a process where consumers recognize the problem, seek information about a particular product or brand and evaluate how well each of these alternatives can solve the problem, which leads to a decision. Purchasing decision is a consumer decision that is influenced by financial economics, technology, politics, culture, product, price, and location to form an attitude in consumers to manage all information and draw conclusions in the form of a response that appears what product to buy (Alma, 2013). Consumers perform complex behavior when they are highly involved in purchases and feel a significant difference in brands. Consumers may be very involved when the product is expensive, risky, rarely purchased, and very self-expressive. Generally, consumers have to learn many things about the product category.

2.3. Intrinsic Factors

2.3.1 Customer Motivation

Schiffman and Kanuk (2013) state, "Motivation can be described as the driving force within individuals that impels them to action." This means that motivation is a driving force within a person that compels him to take action. Handoko (2015) says that motivation is a condition that encourages individuals to carry out specific desires to achieve goals. Motivation is a skill in directing employees and organizations to want to work successfully so that employees' desires and organizational goals are simultaneously achieved (Flippo, 2012). So overall motivation is an enabler, a driver that creates enthusiasm for someone so that they want to work together, work effectively, and are integrated with all their efforts to achieve a decision and satisfaction for consumers.

2.3.2 Customer Experience

According to Frow and Fayne (2011), customer experience can be defined as a consumer's interpretation of the consumer's total interaction with a brand. Moreover, the ultimate goal of applying this concept is to create a good relationship with consumers and build loyalty with consumers. Customer experience is an incarnation of a brand that covers all interactions between the organization and customers (Dharmayanti, 2013). Customer experience is a concept where a set of activities cannot be clearly stated when consumers buy a service. However, when consumers buy an experience, these consumers pay to spend time for an unforgettable opportunity or experience and make a company known differently (Pine & Gilmore, 2015).

2.3.3 Trust

According to Priansa (2017), Trust is all the knowledge consumers possess and all the conclusions consumers make about objects, their attributes, and their benefits. Trust is a psychological area concerned with accepting what is based on expectations of good behavior from others. Trust is one party's belief in the reliability, durability, and integrity of the other party in the relationship and the belief that his actions are in the best interest and will produce positive results for trusted consumers (Maharani, 2014). Trust is an expectation held by an individual or a group when the words, promises, oral or written statements of an individual or other group can be realized.

2.4. Extrinsic Factors

2.4.1 Social Media Marketing

According to Ward (2012), Social Media Marketing consists of using social media to persuade a company's consumers to use a valuable product or service. Social media marketing is a form of online advertising that uses the cultural context of social communities, including social networks, virtual worlds, social news sites, and social opinion-sharing sites, to meet communication objectives (Tuten, 2011). Social media marketing is a form of direct or indirect marketing used to build awareness, recognition, memory, and action for brands, businesses, products, people, or other entities. It is carried out using tools from the social web, such as blogging, microblogging, social networking, social bookmarking, and content sharing (Gunnelius, 2014). With the existence of social media marketing, it makes it easier for businesses to interact with their customers online. The costs are low, and there is no time limit as long as it is connected to the internet.

2.4.2 Quality of Product

According to Kotler and Keller (2016), product quality is a product's ability to perform its functions; this ability includes durability, reliability, and accuracy, which is obtained by the product as a whole. Companies must continually improve the quality of their products or services because improving product quality can make customers feel satisfied with the products or services provided and will influence customers to repurchase these products. Product quality is an essential factor that influences every customer's decision to buy a product. The better the quality of the product, the more consumer interest will increase in wanting to buy the product (Ernawati, 2019). product quality is the suitability of the needs and desires of each product into product specifications; product quality is a condition related to products, human services, and the environment to meet consumer expectations (Ibrahim, 2019).

2.4.3 Price

According to Kotler and Armstrong (2012), price is the amount charged for a product or service; more broadly, price is the sum of all customer values to benefit from owning or using a product or service. The only element of the marketing mix generates revenue, while the other elements incur or are costs (Tjiptono, 2014). Price is an exchange rate that can be equated with money or other goods for the benefits obtained from a good or service for a person or group at a particular time and place (Sudaryono, 2014). Setting the price of a product must be much more cautious because if something goes wrong, it will significantly affect the profits, which

are few and far from what is expected. Price can be the value contained in a product or service that can be exchanged in the form of money to achieve profit and company goals.

2.5 Conceptual Framework

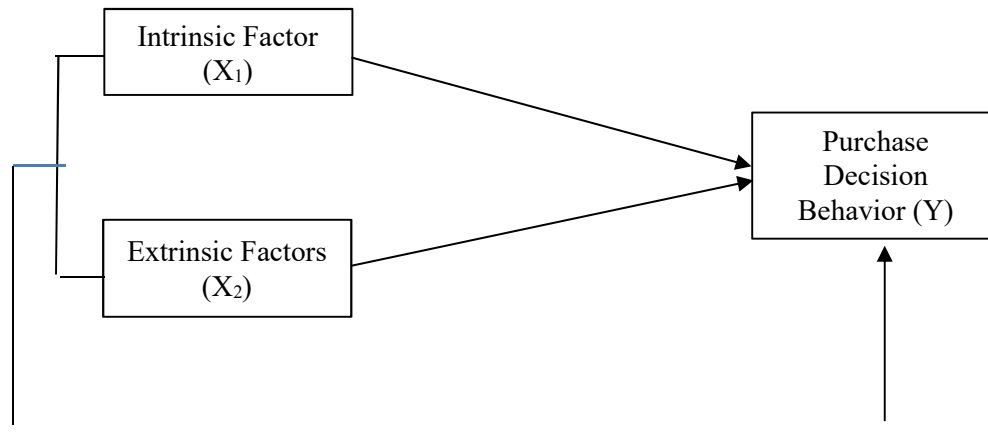


Figure. Conceptual Framework

2.6. Hypothesis

- 1) H₁: There is an influence and partial significance of intrinsic factors on the behavior of housing purchase decisions in Medan City.
- 2) H₂: There is an influence and partial significance of extrinsic factors on the behavior of housing purchasing decisions in Medan City.
- 3) H₃: There is a simultaneous influence and significance of intrinsic factors and extrinsic factors on the behavior of housing purchase decisions in Medan City.

3. RESEARCH METHODS

3.1. Research Approach

Mellin, Tripodi, and Meyer (1996) suggest that research is a systematic way to improve, modify, and develop knowledge that can be conveyed (communicated) and tested (verified) by other researchers. The type of research that the authors use in this study is associative research which aims to determine the relationship between two or more variables; this research has the highest level compared to descriptive and comparative because, with this research, a theory can be built that can serve to explain, control and predict a symptom (Sugiyono, 2017). The research method in this study is quantitative method can be interpreted as a research method based on philosophy and positivism, and is used to research specific populations and samples of data collection using research instruments; data analysis is quantitative/statistical to describe and test predetermined hypotheses (Sugiyono, 2017).

3.2. Location and Time of Research

This research was conducted on housing consumers in Medan City. The research was conducted from November 2022 to January 2023.

3.3 Population and Research Sample

According to Sekaran and Bougie (2013), population is the sum of all groups of individuals and is an event that attracts the attention of researchers to study. The population in this study are all housing consumers in Medan City who cannot be detected / cannot be determined. The sample is part of the number and characteristics possessed by the population (Sugiyono, 2017). Suppose the population is large, and the researcher is unlikely to study everything in the population, for example, due to limited funds, energy, and time. In that case, the researcher can use a sample from that population. The sample withdrawal method uses a nonprobability sampling method with a purposive sampling technique, namely where the researcher collects information from the most complete and meets various information needs and uses accidental sampling techniques to provide questionnaires directly / by chance to respondents who are said to be suitable and feasible with existing research. An explanation of why the sample to be taken is expected to meet the standards appropriate to the study to be carried out is expected.

The sample parameters with the purposive sampling technique are:

- 1) Consumers who buy housing
- 2) Domiciled in Medan City
- 3) Get housing recommendations from social media, colleagues, family, and others.

Sample withdrawal using the Zikmund formula with the following formula:

N = number of samples

Z = standardized value.

S = standard deviation

E = standard error/error rate

$$N = \left(\frac{ZS}{E} \right)^2$$

Thus the sample size required at a confidence level of 95% and a standard error of 1% is as follows:

$$N = \left(\frac{(1,96)(0,05)}{0,01} \right)^2 = 96,04$$

Due to limited time, costs, and environmental factors during the pandemic, researchers used the Zikmund formula for an unpredictable population, so the number of research samples was given to 96 respondents, namely housing consumers in Medan City.

3.4 Data Collection Technique

The data collection technique is a systematic and objective way to obtain or collect oral and written information. The data collection techniques used in this study are as follows:

1. Interview Study

Conducted by determining direct questions and answers between the interviewer and the interviewee about everything the interviewer knows.

2. Questionnaire

That is a form of the statement submitted to respondents, namely housing consumers in Medan City, and the assessment uses a Likert scale. Respondents are asked to indicate their choice with a statement or type of subjective evaluation or the purpose of the question. Answers from respondents will be given weight. The weights used in the Likert scale are as follows:

3.5 Data Analysis Technique

3.5.1 Data Quality Test

1) Validity Test

According to Sugiyono (2017), the validity test shows the degree of accuracy between the data that occurs on the object and the data collected by the researcher to find the validity of an item, with the determination of the corrected item-total correlation value $> 0,30$.

2) Reliability Test

According to Sugiyono (2017), the extent to which the measurement results using the same object will produce the same data provided that the Cronbach alpha value is $> 0,60$.

3.5.2 Classical Assumption Test

1) Normality Test

The normality test tests the hypothesis that the residuals are normally distributed. For an excellent linear regression model, these assumptions must be met, and the normality test is carried out on the model's residual value.

2) Multicollinearity Test

The multicollinearity test is a test to determine whether there is a significant relationship between the independent variables in the multiple linear regression model.

3) Heteroscedasticity Test

Heteroscedasticity tests for differences in the residual variance from one observation period to another or describes the relationship between the predicted value and the Studentized Delete Residual value.

3.5.3 Multiple Linear Regression Test

Multiple linear regression analysis is performed to determine the direction and how much influence the independent variable has on the dependent variable (Ghozali, 2018). The equation model is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Description:

Y = Housing Purchase Decision Behavior (Dependent Variable)

α = Constant

β = Multiple Regression Coefficient (Multiple Regression)

X1 = Intrinsic Factors (Independent Variable)

X2 = Extrinsic Factors (Independent Variable)

e = Error term

3.5.4 Hypothesis Test

1) Partial Test (t-test)

Partial tests determine the effect of intrinsic factors and extrinsic factors on the behavior of housing purchase decisions.

2) Simultaneous Test (F-test)

This test is conducted to determine whether intrinsic and extrinsic factors simultaneously significantly affect the behavior of housing purchasing decisions at the Confidence Interval or 5% hypothesis testing level.

3.5.5 Determination Test

According to Ghozali (2018), the coefficient of determination (R^2) is a tool to measure how far the model's ability to explain variations in the dependent variable. The coefficient of determination is between zero and one. A small R^2 value means that the ability of the independent variables to explain the variation in the dependent variable is minimal.

4. RESULTS AND DISCUSSION**4.1 General Description of Respondents (Demographics)**

The sample in this study was all housing consumers in Medan City, totaling 96 respondents. The characteristics of consumers based on gender, age, employment status, and education level can be presented below:

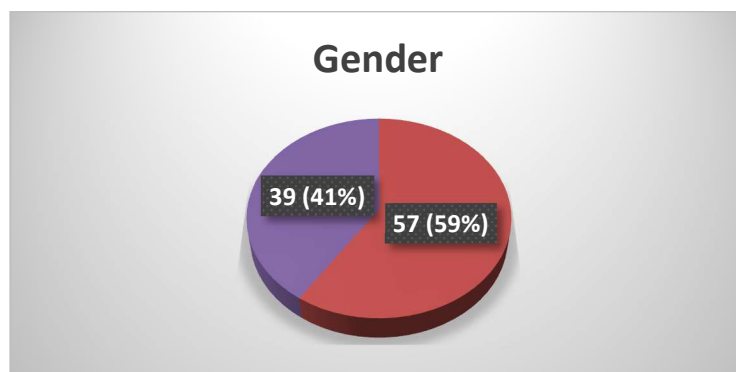


Figure. Characteristics of Respondents Based on Gender

Based on the table above, it is known that most of the housing consumers in Medan City out of 96 respondents are men with 57 (59%) people, and then women with 39 (41%) people.

Characteristics of Respondents Based on Employment Status

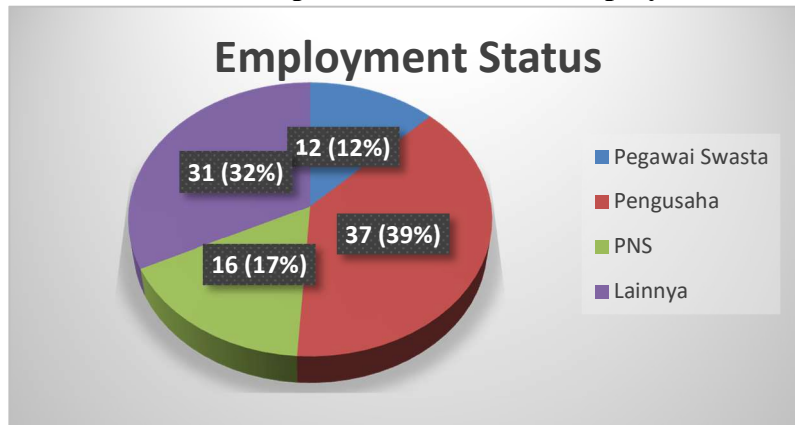


Figure. Characteristics of Respondents by Age

Based on the table above, it is known that most of the housing consumers in Medan City out of 96 respondents are entrepreneurs, with a total of 37 (39%) respondents.

4.2. Validity and Reliability Test Results

Intrinsic Factor Validity Test Results (X1)

| Item-Total Statistics | | | | |
|------------------------------|----------------------------|--------------------------------|---|----------------------------------|
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| P1.1 | 27.48 | 23.070 | .843 | .840 |
| P1.2 | 27.67 | 22.738 | .817 | .843 |
| P1.3 | 27.57 | 23.227 | .649 | .861 |
| P1.4 | 27.50 | 23.172 | .778 | .858 |
| P1.5 | 27.48 | 22.091 | .640 | .840 |
| P1.6 | 27.45 | 23.674 | .527 | .874 |
| P1.7 | 25.76 | 20.124 | .581 | .814 |
| P1.8 | 25.87 | 18.538 | .570 | .787 |
| P1.9 | 25.99 | 19.808 | .725 | .808 |
| P1.10 | 26.71 | 19.986 | .609 | .810 |
| P1.11 | 25.84 | 19.530 | .700 | .798 |
| P1.12 | 27.77 | 19.613 | .846 | .805 |

Based on the table data above, 12 statements on the intrinsic factor variable are declared valid because the corrected item-total correlation value > 0.30 so that the statement can be used in research.

Results of the Validity Test for Extrinsic Factors (X2)

| Item-Total Statistics | | | | |
|------------------------------|----------------------------|--------------------------------|---|----------------------------------|
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| P2.1 | 27.26 | 20.124 | .681 | .814 |
| P2.2 | 27.37 | 18.538 | .630 | .787 |

| | | | | |
|-------|-------|--------|-------------|------|
| P2.3 | 27.59 | 19.808 | .735 | .808 |
| P2.4 | 27.54 | 19.986 | .689 | .810 |
| P2.5 | 27.11 | 19.530 | .780 | .798 |
| P2.6 | 27.72 | 19.613 | .576 | .805 |
| P2.7 | 27.76 | 20.124 | .541 | .824 |
| P2.8 | 27.87 | 18.538 | .510 | .737 |
| P2.9 | 27.99 | 19.808 | .525 | .838 |
| P2.10 | 27.71 | 19.986 | .669 | .840 |
| P2.11 | 27.84 | 19.530 | .660 | .748 |
| P2.12 | 27.77 | 19.613 | .656 | .855 |

The table data above shows that six statements are declared valid because the corrected item-total correlation value > 0.30 so that the statement can be used in research.

Result of Validity Test of Housing Purchase Decision Behavior (Y)

| Item-Total Statistics | | | | |
|-----------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Y.1 | 26.20 | 19.535 | .548 | .841 |
| Y.2 | 26.20 | 19.091 | .444 | .833 |
| Y.3 | 26.21 | 17.380 | .641 | .815 |
| Y.4 | 27.46 | 17.079 | .628 | .811 |
| Y.5 | 28.02 | 18.181 | .737 | .812 |
| Y.6 | 26.91 | 19.133 | .594 | .835 |
| Y.7 | 27.72 | 20.124 | .721 | .774 |
| Y.8 | 27.83 | 18.538 | .730 | .737 |
| Y.9 | 27.94 | 19.808 | .735 | .718 |
| Y.10 | 27.73 | 19.986 | .629 | .723 |
| Y.11 | 27.84 | 19.530 | .710 | .741 |
| Y.12 | 27.79 | 19.613 | .824 | .832 |

Based on the table data above, it shows that 6 statements are declared valid because the corrected item-total correlation value > 0.30 so that the statement can be used in research.

Intrinsic Factor Variable Reliability Test Results (X1)

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .923 | 12 |

Based on the table above, the intrinsic factor variable has 12 statements. The Cronbach Alpha value of the customer motivation variable is 0.923, so it is reliable because it is more significant than 0.6.

Results of the Extrinsic Factor Variable Reliability Test (X2)

| Reliability Statistics | |
|-------------------------------|-------------------|
| Cronbach's Alpha | N of Items |
| .967 | 12 |

Based on the table above, it can be seen that the customer experience variable has 12 statements. The Cronbach Alpha value of the customer experience variable is 0.967, so it is reliable because it is more significant than 0.6.

Results of Reliability Test of Consumer Purchase Decision Behavior Variables (Y)

| Reliability Statistics | |
|-------------------------------|-------------------|
| Cronbach's Alpha | N of Items |
| .971 | 12 |

Based on the table above, it can be seen that the housing purchase decision behavior variable has 12 statements. The Cronbach Alpha value of the housing purchase decision variable is 0.971, which is reliable because it is more significant than 0.6.

4.3 Multicollinearity Test Results

Multicollinearity Test Results

| Model | | Collinearity Statistics | |
|--------------|-------------------|--------------------------------|--------------|
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | Intrinsic Factors | .824 | 3.127 |
| | Extrinsic Factors | .824 | 3.127 |

The table above shows that the value of intrinsic and extrinsic factors is > 0.1 and has a VIF value < 10 . Thus, it can be concluded that there are no symptoms of multicollinearity among the independent variables in the regression model of this study.

4.4 Normality Test Results

Normality Test Results Kolmogorov-Smirnov

| One-Sample Kolmogorov-Smirnov Test | | |
|---|-----------------------|--------------------------------|
| | | Unstandardized Residual |
| N | | 96 |
| Normal Parameters^{a,b} | Mean | 0E-7 |
| | Std. Deviation | 2.539532123 |
| Most Extreme Differences | Absolute | .089 |
| | Positive | .067 |
| | Negative | -.085 |
| Kolmogorov-Smirnov Z | | .912 |
| Asymp. Sig. (2-tailed) | | .374 |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |

Based on the data in the table above, it can be seen that the Symp. Sig (2-tailed) value is $0.374 > 0.05$, so it can be concluded that this study is normally distributed and has met the normality test requirements.

4.5 Multiple Linear Regression Test Results

Multiple Linear Regression Test

| Model | | Unstandardized Coefficients | |
|-------|-------------------|-----------------------------|------------|
| | | B | Std. Error |
| 1 | (Constant) | 2.237 | 1.156 |
| | Intrinsic Factors | .212 | .056 |
| | Extrinsic Factors | .353 | .066 |

Based on the table above, the multiple linear regression equation in this study is:

Housing Purchase Decision Behavior = 2.237 + 0.212 intrinsic factors + 0.353 extrinsic factors + e

Through the multiple linear regression equation, the following explanation is outlined:

1. The constant value of 3.153 means that if the intrinsic and extrinsic factors are considered zero, the housing purchase decision has a value of 2,237 units.
2. The coefficient value of the intrinsic factor variable of 0.212 means that if the value of the intrinsic factor increases by 1 unit, the value of the housing purchase decision will increase by 0.212.
3. The coefficient value of the extrinsic factor variable of 0.353 means that if the value of extrinsic factors increases by 1 unit, the value of housing purchase decisions will increase by 0.353..

4.6 T-test Results (Partial Test)

Partial Test (t-test)

| Model | | t | Sig. |
|-------|-------------------|--------------|-------------|
| 1 | (Constant) | 3.487 | .213 |
| | Intrinsic Factors | 3.137 | .001 |
| | Extrinsic Factors | 5.614 | .000 |

Based on the partial test results in the table above, the test results for each independent variable are as follows:

1. The test results for the intrinsic factor variable show a count value of 3.137 > t table 1.66 with a significance level of 0.001 < 0.05, so it can be concluded that in this study, the intrinsic factor variable has a significant effect on the behavior of housing purchase decisions.
2. The test results for the extrinsic factor variable show a count value of 5.614 > t table 1.66 with a significance level of 0.000 < 0.05, so it can be concluded that in this study, the extrinsic factor variable has a significant effect on the behavior of housing purchasing decisions..

4.7 F-Test Results (Simultaneous Test)

Simultaneous Test (F-test)

| ANOVA ^a | | | | | | |
|---|------------|----------------|----|-------------|----------------|-------------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1751.226 | 2 | 815.563 | 173.329 | .000^b |
| | Residual | 720.132 | 94 | 7.653 | | |
| | Total | 2721.510 | 96 | | | |
| a. Dependent Variable: Consumer purchase decision behavior | | | | | | |
| b. Predictors: (Constant), customer motivation, customer experience, trust, social media marketing, quality of product, harga | | | | | | |

The table above shows that the Fcount value obtained is 173.329 > Ftable 2.31 with a significance level of 0.000 < 0.05. Through these results, in this study, simultaneously or simultaneously, the variables of intrinsic and extrinsic factors significantly affect the behavior of housing purchasing decisions in Medan City.

4.8 Determination Test Results

Determination Coefficient Test

| Mode | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|------|-------------------|----------|-------------------|----------------------------|
| 1 | .922 ^a | .856 | .712 | 3.215 |

Based on the table above, the coefficient of determination test results obtained an Adjusted R square value of 0.712 (71.2%). This shows that the variables of intrinsic and extrinsic factors can explain housing purchasing decisions by 71.2%, while the remaining 28.8% is influenced by other variables not examined in this study.

4.9 Discussion of Research Results

1. The Influence of Intrinsic Factors on Housing Purchase Decision Behavior

Based on the statistical results on the intrinsic factor variable, it was found that the t-count value was 3.137 > t-table 1.66 with a significance level of 0.001 < 0.05, so it can be concluded that in this study, the intrinsic factor variable has a significant effect on housing buying decision behavior. This indicates that the existence of excessive motivation from within a consumer will significantly affect deciding a purchase by the wishes and criteria set to fulfill the purchase. As well as consumer experience before deciding on a purchase, it is essential to get important suitability for consumers in the future, so the presence of consumer experience will significantly affect getting the criteria that meet expectations for housing that will be purchased later. With the existence of intrinsic factors that come from within the consumer as an activity to encourage potential buyers to make choices about an object that is considered attractive, reasonable, and of good quality, it will trigger a positive emotional stimulus that later creates an ideal purchase decision for a particular object.

2. Effect of Extrinsic Factors on Housing Purchase Decision Behavior

Based on the statistical results for the extrinsic factor variable, the count value is $5.614 > t$ Table 1.66 with a significance level of $0.000 < 0.05$, so it can be concluded that in this study, the extrinsic factor variable has a significant effect on the behavior of housing purchasing decisions. This indicates that the existence of promotional media is one of the most effective marketing tools at this time to be able to introduce products and services to potential buyers by providing an attractive and quality visual image as a form of the seriousness of housing in finding many buyers, the goal is to achieve the expected work targets effectively, of course, appropriate promotional media are needed and provide potential things to be seen by potential buyers later. With the extrinsic factors that come from outside a prospective buyer, it will be an impetus that triggers a purchase decision due to interest and curiosity that is different from usual due to several things such as the promotion process, price, and quality of housing that is built and prepared as a potential residential place in the long term, of course, it will trigger excessive trust to be obsessed with buying. In a marketing process like this, of course, there needs to be an intense approach for prospective buyers to feel later comfortable and safe when the buying process occurs.

3. The Effect of Intrinsic Factors and Extrinsic Factors on Housing Purchase Decision Behavior

Based on the statistical results, the variable F-count value obtained is $173.329 > F$ -table 2, 31, with a significance level of $0.000 < 0.05$. Through these results, in this study, simultaneously or simultaneously, the variables of intrinsic factors and extrinsic factors have a significant effect on the behavior of housing purchasing decisions in Medan City. This indicates that intrinsic factors and extrinsic factors are needed to provide something for prospective consumers in deciding to purchase housing in Medan City with the encouragement of these two factors will be maximized by the housing marketing sector to implement strategies from the existence of these intrinsic and extrinsic factors in order to provide excessive benefits from the business process carried out at the stage of selling housing in Medan City, coupled with the different characters of consumers who buy in terms of demographics and economic conditions so that strategic needs are appropriate so that prospective buyers feel interested and have to buy these housing products to be used for affordable and potential daily life in terms of nominal, access, and usefulness..

5 CONCLUSIONS AND SUGGESTIONS

5.1 CONCLUSIONS

1. Intrinsic factors partially significantly affect the behavior of housing purchase decisions in Medan City.
2. Extrinsic factors partially significantly affect the behavior of housing purchase decisions in Medan City.
3. Intrinsic and extrinsic factors simultaneously significantly affect the behavior of housing purchasing decisions in Medan City.
4. The determination test results of the Adjusted R square value of 0.712 (71.2%). This shows that the variable intrinsic and extrinsic factors can explain the decision to buy a house by

71.2%. In comparison, the remaining 28.8% is influenced by other variables not examined in this study.

5.2 SUGGESTIONS

1. In increasing the intrinsic factors of consumers in buying housing, housing should offer appropriate and exciting information as expected by prospective buyers to increase emotional activity in housing purchasing decisions. Companies engaged in residential property midwives should implement an attractive promotion system and important learning education for consumers in housing needs as an essential factor for daily life in the long term. Moreover, in increasing trust, the marketing process should display several previous customer reviews to get a positive assessment from the next prospective buyer.
2. In increasing the extrinsic factors of consumers in buying housing, the company should further develop the marketing process through one social media and several media such as Facebook, Twitter and even create its website for sales. Furthermore, in improving the quality of products, housing property companies should provide quality buildings that are up to standard and honest to provide comfort for consumers for a long time. Moreover, in terms of price, consumers want an affordable price with the best quality, so it is necessary to match the price by providing cashback and price discounts for every housing buyer.
3. The limitations of the current research can be refined and developed by further research related to several other variables to encourage consumer purchasing decision activities in the housing sector.

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