



The Effects Of Pre Project Selling Strategy, Location, And Quality Of Service On Purchase Decisions And Trust As Intervening Variable On Housing Business In The Satellite City Region Of Surabaya (GRESIK AND SIDOARJO)

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ABSTRACT

Investment in the property sector seems to be directly proportional to the increase in population density so that it requires handling with careful planning accompanied by the participation of funds and human resources. Because housing is a basic need in addition to clothing and food that must be owned by the community for their survival. The satellite city is a supporting area for the surrounding big cities and is an entry bridge or access to get to the big city. Because the satellite city also functions as a support for the big city, the implications of the satellite city as a support will appear in the daily life of its citizens.

This study uses a survey method, where respondents are given several questions in the form of a questionnaire, which is related to several factors consisting of pre project selling strategies, location and service satisfaction. This study uses a quantitative approach with survey research methods, namely research that takes samples from a population and uses questionnaires as the main data collection tool. Based on the research objectives that have been determined, the type of research is explanatory research, namely research that seeks to explain the relationship between variables to test hypotheses that have been formulated previously.

Keyword : *Pre Project Selling Strategy, Location, Service Quality, Purchase Decision, Trust*

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I. PRELIMINARY

Indonesia is a developing country. Along with economic growth, the development of housing development every year has increased very rapidly. The level of competition in the business world today, especially in Indonesia is very tight, not least in the property sector which is experiencing dynamic development and growth, namely the residential sector (residential houses) and shopping centers such as kiosks and shop houses (shop houses).

The area of productive land for the agricultural sector continues to decline as a result of increasing land conversion into industrial and residential land and is also driven by population growth, causing the provision of housing to grow. This is a potential business opportunity for businesses in the property sector. The growth of the property industry is also due to the many alternative ways of making ownership easier. Currently, to own a house or property does not always have to be

purchased in cash, but it can also be done with financing or credit mechanisms so that it is easier for consumers to make payments.

The satellite city is a supporting area for the surrounding big cities and is an entry bridge or access to get to the big city. Because the satellite city also functions as a support for the big city, the implications of the satellite city as a support will appear in the daily life of its citizens.

Satellite cities can also be suppliers of goods for the citizens of big cities, because the bigger and developing a city, the attitude of its citizens to produce goods for their needs will also decrease. Because of this, the function of the satellite city as a city that supports the needs of the urban community will also be more visible.

II. RESEARCH METHODS

This chapter will discuss research methods that describe the identification of variables, operational definitions of variables, data collection



procedures, and data analysis techniques. This research is an empirical test that will test the proposed hypothesis, therefore the approach used is quantitative.

According to Sugiyono (2011); Ridwan (2012; 2017; 2019) in quantitative research, the problem brought by the researcher must be clear. Through this approach, the research process can be carried out in a structured manner and using a number of research samples that can be considered representative of the population being studied.

Research design is a plan and structure of an investigation made in such a way as to obtain answers to research questions and assist researchers in allocating limited resources by suggesting important choices. The research design used in this study is a plan for selecting sources and types of information used to answer research questions.

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III. RESEARCH RESULT

1) Pre-project selling

Pre-project selling in this study measured by 2 indicators. Description of the variable Pre project selling based on the results of the study can be seen in the table below

Tabel 4.1 Description of Pre project selling

X1											
Items	F	S	T	N	S	S	N	Em piri cal Sco re	id eal sco re	% in de x	Cr ite ria
X 1. 1	F	4	4	4	5	3	1	406	500	81.2%	B
	x s	4	8	12	23	15	00				

X 1. 2	F	2	6	2	6	8	2	100	402	500	80.4%	B
	x s	2	12	6	27	12	00					
Maximum								100	4060	500	80.8%	B
Minimum								100	4020	500		
Average								100	4040	500		

Based on the table above, it can be seen that all the indicators for the preparation of the Pre project selling variables are included in the good category. The percentage index of the Pre project selling variable is 80.8% and is included in the good category.

2) Location

Locations in this study were measured by 4 indicators. Description of the location variable based on the results of the study can be seen in the table below.

Tabel 4.2 Location Description

X2											
Items	F	S	T	N	S	S	N	Em piri cal Sco re	id eal sco re	% in de x	Cr ite ria
X 2. 1	F	0	1	8	7	1	100	408	500	81.6%	B
	x s	0	2	4	29	20					
X 2. 2	F	0	3	4	7	1	100	408	500	81.6%	B
	x s	0	6	12	30	90					
X 2. 3	F	1	1	9	7	1	100	404	500	80.8%	B
	x s	1	2	7	28	90					
X 2. 4	F	1	3	5	6	2	100	410	500	82.0%	B
	x s	1	6	12	74	21					



4	x			5	6	2								
	s			8	0									
Maximum										100	410	500	81.5%	B
Minimum										100	404	500		
Average										100	408	500		

Based on the table above, it can be seen that the location variable percentage index is 81.5 and is included in the good category.

3) Service quality

Service quality in this study measured by 28 indicators. Description of the location variable based on the results of the study can be seen in the table below

Tabel 4.3 Description of service quality

X3												
Item	S	S	N	S	S	N	Empirical Score	ideal score	% index	Criteria		
X3.1	f	0	2	6	7	2	100	411	500	82.2%	B	
	fxs	0	4	18	28	45						
X3.2	f	0	2	5	6	2	100	415	500	83.0%	B	
	fxs	0	4	15	27	20						
X3.3	f	0	3	3	6	2	100	420	500	84.0%	B	
	fxs	0	6	9	26	45						
X3.4	f	0	1	4	6	2	100	420	500	84.0%	B	
	fxs	0	2	12	27	30						
X3.5	f	1	0	5	5	3	100	428	500	85.6%	SB	
	fxs	1	0	5	23	38						

	s			2	0									
Maximum										100	428	500	83.8%	B
Minimum										100	411	500		
Average										100	419	500		

Based on the table above, it can be seen that the percentage index of the service quality variable is 83.8% and is included in the very good category.

4) Trust

The Trust variable in this study was measured by 26 indicators. The description of the Trust variable based on the research results can be seen in the table below.

Tabel 4.4 Description of Trust

Y1														
Item	S	S	N	S	S	N	Empirical Score	ideal score	% index	Criteria				
Y1.1	f	5	3	1	6	1	100	387	500	77.4%	B			
	fxs	5	6	33	48	95								
Y1.2	f	0	5	6	5	3	100	419	500	83.8%	B			
	fxs	0	10	18	26	175								
Y1.3	f	1	2	7	6	2	100	413	500	82.6%	B			
	fxs	1	4	21	25	35								
Maximum										100	419	500	81.3%	B
Minimum										100	387	500		
Average										100	406	500		



Based on the table above, it can be seen that 4 indicators of Trust variable are included in the good category. The Trust variable percentage index is 81.3% and is included in the good category.

5) Buying decision

The purchasing decision variables in this study were measured by 5 indicators. Description of the variables Purchasing decisions based on research results can be seen in the table below.

Tabel 4.5 Description of Purchase Decision

Y2											
Items	S	S	N	S	S	N	Em	id	%	Cri	
	T	T		S	S		piri	eal	in	teri	
	S	S		S	S		cal	sc	de	a	
							Sc	or	x		
							ore	e			
Y 2.1	F	0	7	1	4	3					
	f	0	1	3	1	1	41	5	82	B	
	x	0	4	3	8	8	1	0	.2		
	s			4	4	0		0	%		
Y 2.2	F	0	2	9	6	2					
	f	0	4	2	2	1	41	5	83	B	
	x	0	7	4	4	0	5	0	.0		
	s			7	4	0		0	%		
Y 2.3	F	0	4	1	6	2					
	f	0	8	3	2	1	40	5	80	B	
	x	0	3	6	0	0	1	0	.2		
	s		3	0	0			0	%		
Y 2.4	F	0	8	1	6	1					
	f	0	1	3	2	9	39	5	78	B	
	x	0	6	6	4	0	0	0	.0		
	s		6	8	8			0	%		
Y 2.5	F	2	7	5	5	3					
	f	2	1	1	2	1	41	5	82	B	
	x	2	4	5	0	7	0	0	.0		
	s		4	5	4	5		0	%		
Maximum							1	41	5		
							0	0	0		
							0	5	0		
Minimum							1	39	5		
							0	0	0		
							0	0	0		
Average							1	40	5		
							0	5	0		

	0		0		
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Based on the table above, it can be seen that the variable percentage index Buying decision is 81.1% and is included in the good category.

IV. DISCUSSION

1) Effect of Pre Project Selling on Trust

Based on the results of hypothesis testing, it was obtained information that the statistical test results variable on the PPS variable on trust had an effect on trust. This means that the higher the PPS given to customers, the higher the Trust. This can be seen intcount = 2.238 and sig = 0.026 = 2.6% < 5%. The results of this test indicate the influence of PPS on Trust.

Pre Project Selling is a sale before the project is built where the property being sold is just an image or concept. In its implementation in Indonesia, adjustments are made so that there are project developers who carry out pre project selling before the infrastructure and facilities are built, but there are also those who market after the facilities and infrastructure have been built.

2) The Effect of Location on Trust

Based on the results of hypothesis testing about the effect of the location variable on trust, it is obtained information that the location variable has a significant positive effect on trust. This means that the higher the location is believed to have an effect on the higher the trust. This can be seen in the value oftcount = 1.991 and sig = 0.047 = 4.7% < 5%. The results of this test indicate that location has an effect on trust. These results indicate that location is a factor that needs to be taken into account in order to increase trust in the housing business in the satellite city area of Surabaya (Gresik and Sidoarjo).

Location is a place to serve consumers, it can also be interpreted as a place to display their merchandise, according to Kasmir (2006); Anjarwati (2019), Murtiningsih (2019), Rane (2019); Prastiwi (1917, 1918) that Consumers generally ask for the desired goods by having the type of goods to be purchased with consideration of the desired quality and quantity. A location is called strategic if it is in the center of the city, population density, ease of reaching it regarding the ease of public transportation, smooth traffic and its direction does not confuse consumers. The choice of location is the most expensive investment value because the location can be said to determine whether or not visitors are crowded.



The location offered by the residential property service business, such as the location of the land area, can be in the form of products used to support services in the housing business.

If the trust has been obtained, then of course the location will have a high impact on the housing business offered. For this reason, the location offered to consumers must be in accordance with the wishes of these consumers. Maintaining trust is an absolute thing that must be done by housing business owners so that their customers do not run away from choosing another company.

3) Effect of Service Quality on Trust

Based on the results of hypothesis testing, it was obtained information that the service quality variable had a non-significant negative effect on trust. This means that the higher the quality of services offered to consumers does not result in higher trust. This can be seen in the value of $t_{count} = 1.721$ and $sig = 0.086 = 8.6\% > 5\%$. The results of this test indicate that there is no effect of service quality on trust.

Tjiptono (2009: 59) states, service quality is the level of excellence expected and control over the level of excellence to meet customer desires. Tjiptono and Chandra (2009:119) state that service excellence can be formed through the integration of the four pillars of service excellence which are closely related, namely: speed, accuracy, friendliness and convenience of service. The quality of service in question is a method issued to conduct the housing business in accordance with the value obtained, so that consumers are satisfied with the quality of service and the results obtained from the housing business. Service quality can show the brand quality of a product, where consumers have the assumption that expensive service quality usually has good quality.

Many people have the perception that if the quality of services offered by service providers or products is high, then the quality of services or products offered must be of good quality. With good quality that creates trust in the services or products offered. In this case, the services offered by the housing business. Thus the quality of service has a major influence on consumer satisfaction but does not include trust in the housing business.

4) Effect of Pre Project Selling on Purchase Decision

Based on the results of hypothesis testing about the effect of the PPS variable on purchasing decisions, it is obtained information that the PPS variable has a significant positive effect on purchasing decisions. This means that the higher PPS is believed to have

an effect on the higher the purchase decision. This can be seen in the value of $t_{count} = 2.722$ and $sig = 0.007 = 0.7\% < 5\%$. The results of this test indicate that there is PPS influence on purchasing decisions. These results indicate that PPS is a factor that needs to be taken into account in order to improve purchasing decisions in the housing business in the satellite city area of Surabaya (Gresik and Sidoarjo). The purchase decision is the stage in the buyer's decision-making process where consumers actually buy (Kotler, 2007: 93). Of the various factors that influence consumers in purchasing a product or service, usually consumers always consider the quality, price and products that are already known to the public before consumers decide to buy.

Purchase decisions are actions taken by consumers to make a purchase of a product. Therefore, consumer purchasing decision making is a process of selecting one of several alternative problem solving with real follow-up. After that the consumer can evaluate the choice and then can determine the attitude to be taken next.

V. CONCLUSION

- a. PPS affects trust.
- b. Location affects trust.
- c. Service quality has no effect on trust.
- d. PPS has an effect on purchasing decisions.
- e. Location has an effect on purchasing decisions.
- f. Service quality has an effect on purchasing decisions.
- g. Trust influence on purchasing decisions.
- h. PPS indirectly has no effect on purchasing decisions through trust.
- i. Location indirectly does not affect purchasing decisions through trust.
- j. Service quality does not indirectly affect purchasing decisions through trust.

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