

## EFFECT OF EVENT MARKETING, HOUSING CONCEPT AND LOCATION ON HOME PURCHASE DECISIONS

Tienni Mariana Simanjorang<sup>1</sup>, Eddy Sukandar<sup>2</sup>, Yudiyanto Joko Purnomo<sup>3</sup>  
Universitas Pattimura<sup>1</sup>, Universitas Jayabaya<sup>2</sup>, Universitas Nasional Pasim<sup>3</sup>

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#### E-mail:

tienni.m.s@gmail.com<sup>1</sup>  
sukandareddy12@gmail.com<sup>2</sup>  
joko.jember2015@gmail.com<sup>3</sup>

### ABSTRACT

The purpose of this study was to determine the impact of event marketing, housing concept and location on home buying decisions at Grand Pinus Regency Bali. The examination procedures used in this study are validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-test, determination analysis and f-test. The results of the review show that the promotion mix influences the decision to buy a house in Grand Pinus Regency Bali. From the test results with the T test, it shows that event marketing has a significant effect on home buying decisions. The housing concept influences the decision to buy a house in Grand Pinus Regency Bali. From the test results with the T test shows that the concept of housing affects the decision to buy a house. Location has a direct effect on the decision to buy a house in Grand Pinus Regency Bali. From the results of testing with the T test, it shows that location influences the decision to buy a house. Judging from the f-test, it is obtained that F-count > F-table is 212,297 > 3.12, this shows that event marketing, the concept of housing and location basically influence the decision to buy a house with a sig level. Big 0.000 < 0.050.

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### 1. INTRODUCTION

In the current era of globalization, competition in the business sector occurs so fast. Entrepreneurs are expected to be able to make quality goods, but also how entrepreneurs can stand out from buyers. With unparalleled items, an organization can grow quickly. This is due to the desire of buyers who generally choose goods that are better than others. Until now, buyers found it easier to find out about their needs by developing innovations. Displays procedures required by finance departments to keep their organization focused. The advertising methods used by business owners are indeed unique, because the implementation of marketing methods must also be changed according to the circumstances and objectives to be achieved.

However, it is not enough without good correspondence between the company and the buyer. The correspondence made by the organization to its purchasers is with progress. As revealed by Putri, (2021) a marketing strategy is a kind of advancement in which an organization or brand is associated with an event or event that has a defined goal of creating a meeting for buyers and advancing an item or service. The house is one of the real frameworks that can support human resilience in its economic welfare in the public arena.

The house is a place for education, self-development, associating with the climate so that humans themselves can become individuals of noble character, and function as a place to live or protection and a method for improving the family. The concept of housing is a collection of houses that function as a private climate or private climate equipped with an ecological framework and offices.

In a densely populated housing situation, there are still many people who do not live in their legal places and have not met expectations. In this way, the government came up with several strategies to overcome the problem of respectable housing. The housing concept is one such taxpayer-supported initiative that accommodates individuals whose wages are negligible. The government helps banks and developers so that individuals are sponsored by public authorities and it is easier for them to own long-term, low-cost housing under the appropriate guidelines. Buying a house is not only seen from the cost factor but also the area, the building and its natural elements. People who pay attention to the cost factor because it is related to their salary, but for those who have a large salary it may not be a problem so the elements they focus on are the area and structure of the building.

Based on the number of house sales PT. Anggrek Indah Surya Lestari has experienced a decline in sales every year where the fewest number of housing units sold in 2021, namely only 8 units. The decline in sales was caused by a decrease in consumer buying interest in this type of house or type of house and also locations that are far from urban areas. PT. Anggrek Indah Surya Lestari is a developer or housing developer in the Singaraja area that offers housing in the Buleleng Regency area with various types of houses, with varying prices. Costs are affected by the bidding phase and the type of house. The house area in the Anturan, Pemaron and Tegalinggah rooms. The developer showing the house should help with the market. PT. Beautiful Orchid Surya Lestari as a developer assisted in the promotion of homes by consumers. Displays should focus on what elements are more proposed to buyers.

Promotion must have the ability to understand the endless needs and wants of customers. Promoting must know the benefits and burdens of the home goods offered. If the housing is far from the work location, perhaps what is offered is the cost and vice versa if the house is expensive, perhaps what is offered is the distance and the area of the building. There are still many home advertisers who don't know the variables that buyers choose to buy a house, so displaying a house is still a hassle. Fajrin and Wibowo, (2018), event marketing is a kind of promotion where an organization or brand is associated with an event or where the themed exercise is entirely aimed at creating a meeting for consumers and also to promote goods or services.

Meanwhile, Meitasari and Setiawati, (2020), event marketing is a promotion as a brand advancement that binds a brand with social activities, or others that welcome an increased degree of public commitment. According to Ariella, (2018), the housing concept can be considered as an improvement or rearrangement. The increase in question can be through the addition of the ability and comfort of the item.

Meanwhile, Mukarromah and Rofiah, (2019), the concept of housing is the most common way to plan the shape and advantages of goods with the aim of having a certain trademark. The plan basically describes the external state of the house. Atmanegara et al., (2019) location is an area where organizations complete exercises to create workforce and products that are concerned with financial perspectives.

While Yudapatty et al., (2021) point to various advertising practices that look to speed up and work with the delivery or distribution of labor and products from manufacturers to buyers. Deliberately made locations are important to increase locational advantages for organizations (Ramadhan and Mahargiono, 2020). Purchasing decisions are intentions or motivations that arise for something where the buyer makes a purchase because of a need and desire (Sengetang et al., 2019).

Purchasing decisions are the purchase choices of individual and family end customers who buy labor and products for individual utilization (Husen et al., 2018). Gunawan and Ayuningtiyas, (2018) The purchase decision is to buy the most preferred brand, but two elements can exist between buying expectations and buying choices, the main factor is the disposition of other people.

## 2. METHODS

This research was conducted at Grand Pinus Regency Bali. Questionnaire data collection techniques as well as documentation and population used were 299 consumers of Grand Pinus Regency Bali and the sample was 75 consumers as well as analysis techniques using SPSS Version 21.0.

## 3. RESULTS AND DISCUSSION

The results of the research relate to the information that has been collected through distributing questionnaires to consumers. The results of distributing the survey to 75 people found that 75 were suitable for use, then at that time it was reviewed by SPSS Version 21.0 for windows.

Table 1 Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	0,489	0,175	
Event Marketing	0,283	0,080	0,281
Konsep Perumahan	0,373	0,073	0,447
Lokasi	0,254	0,081	0,264

$KN = 0.489 + 0.283 + 0.373 + 0.254$ .  $KN = 0.489 + 0.283$  (Event Marketing) +  $0.373$  (Housing Concept) +  $0.254$  (Location).

The interpretation of the equation model above is as follows:

- 1) From the table above, it is very clear that the value of the home buying decision is 0.489, this shows that event marketing, the housing concept, and location are influential, so the home buying decision is 0.489.
- 2) From the table above, it is very clear that the event marketing variable is 0.283 and has a positive sign, and this means that assuming there is an expansion in event marketing of 0.283.
- 3) From the table above, it is very clear that the housing concept variable is 0.373 and has a positive sign, and this means that assuming there is an expansion in the housing concept of 0.373.
- 4) From the table above, it is very clear that the location variable is 0.254 and has a positive sign, and this means that assuming there is an expansion in the location of 0.254.

The normality test plans to conclude regardless of whether each variable is consistently related. The expected normality test to test the regularity of the data in this study is the consistency test or the Kolmogorov-Smirnov test. The results of the regularity test using the One Sample Kolmogorov-Smirnov Test showed that Asymp Sig. (2-Tailed) with a value of 0.098 where the value is  $> 5\%$  (0.05) so it is reasonable that the data used is disseminated regularly.

Table 2. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
<i>Event Marketing</i>	0,271	3,694
<i>Konsep Perumahan</i>	0,225	4,446
<i>Lokasi</i>	0,241	4,144

The multicollinearity test introduced in table 2 above shows that event marketing housing and location concepts  $> 0.10$  and  $VIF < 10$ . It can be said that there is no multicollinearity.

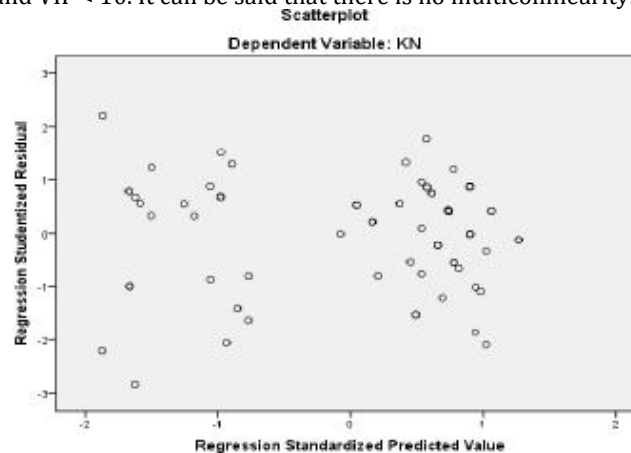


Figure 2. Scatterplot Graph

Considering a scatterplot it tends to appear that the focus is evenly distributed below or above zero. Model Feasibility Test (Goodness Of Fit)

- 1) Analysis of the F test (F-Test) Based on the calculation results of  $F_{count} > F_{table}$ , ( $169.178 > 3.12$ ), this shows that event marketing variables, housing concepts and locations have a simultaneous effect on home buying decisions with sig.  $0.000 < 0.050$ .
- 2) Determination Analysis The coefficient of determination obtained R Square is 87.7%. The magnitude of the coefficient of determination of the influence of event marketing on the decision to buy a house

partially is 24.3%, the influence of the concept of housing has an effect on the decision to buy a house partially, namely 40.4%.

The value of determining location on the decision to buy a house partially is 23%.

Table 3. T-Test Test Results

	Model	T	Sig.
1	(Constant)	2,794	0,007
	Event Marketing	3,522	0,001
	Konsep Perumahan	5,094	0,000
	Lokasi	3,120	0,003

The results of the hypothesis test above show that the t-count for the event marketing independent variable is 2.794, then the housing concept independent variable is 5.094, the location independent variable is 3.120.

#### 4. CONCLUSION

Considering the consequences of the research that has been completed, the following conclusions can be drawn: Event marketing influences the decision to buy a house in Grand Pinus Regency Bali which has a positive sign and sig. The concept of housing influences the decision to buy a house in Grand Pinus Regency Bali which has a positive sign and sig Location influences the decision to buy a house in Grand Pinus Regency Bali which has a positive sign and sig.

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