

# The Impact of Location and Price on Purchase Decisions for Kencana Park Housing in Kubu Raya Regency (West Kalimantan)

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## ABSTRACT

This study analyzes the impact of Location and Price on Purchase Decisions for Kencana Park housing in Kubu Raya Regency. Kencana Park offers strategic accessibility, being close to Transmart, Qubu Resort, Sekolah Tinggi Bahasa Bersama, Supadio Airport, and several universities in Pontianak. The housing also features PDAM, 24-hour security, CCTV, playgrounds, commercial areas, wide roads, and green spaces. Its specifications include reinforced concrete foundations, lightweight steel roof frames, metal sheet roofs, aluminum windows, ceramic floors, and IMB-certified property status. Using an associative approach, the study surveyed 79 respondents, analyzing data through multiple regression analysis with SPSS 25. Tests conducted include validity, reliability, normality, linearity, and multicollinearity. Hypothesis testing using t-test and F-test confirmed that Location and Price significantly and positively influence Purchase Decisions, both individually and collectively.

## ABSTRAK

Penelitian ini menganalisis dampak Lokasi dan Harga terhadap Keputusan Pembelian perumahan Kencana Park di Kabupaten Kubu Raya. Kencana Park memiliki aksesibilitas strategis, dekat dengan Transmart, Qubu Resort, Sekolah Tinggi Bahasa Bersama, Bandara Supadio, serta beberapa universitas di Pontianak. Perumahan ini juga dilengkapi dengan PDAM, keamanan 24 jam, CCTV, taman bermain, area komersial, jalan luas, dan ruang hijau. Spesifikasinya mencakup pondasi beton bertulang, rangka atap baja ringan, atap metal sheet, jendela aluminium, lantai keramik, serta sertifikat properti dan IMB. Dengan menggunakan pendekatan asosiatif, penelitian ini melibatkan 79 responden dan menganalisis data melalui analisis regresi berganda menggunakan SPSS 25. Pengujian yang dilakukan mencakup uji validitas, reliabilitas, normalitas, linearitas, dan multikolinearitas. Hasil uji t-test dan F-test menunjukkan bahwa variabel Lokasi dan Harga berpengaruh positif dan signifikan terhadap Keputusan Pembelian, baik secara parsial maupun simultan.



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## INTRODUCTION

Property business refers to activities carried out by individuals or companies in the ownership of properties that can serve as assets, such as land, buildings, and all infrastructure within them as a unified entity. There are various property business products, one of which is residential property. In the property business, housing is considered one of the basic human needs, alongside clothing and food. Therefore, it is only natural that people strive to fulfill their housing needs. Housing plays a crucial role and has significant implications for human life. The state of housing in a given area reflects the living standards, well-being, personality, and civilization of its inhabitants.

The increasing number of competitors in the residential property business has provided consumers with more choices, allowing them to find products that meet their expectations. As a result, consumers are becoming more discerning and strategic in responding to new product offerings. Establishing a company of any kind is not an easy task (Rohman et al, 2018). One way for consumers to choose a particular product is by differentiating it from other similar products. Business competition in the era of globalization is very intense, with every company expected to meet consumer needs and create products that stand out from competitors (Purnamasari et al, 2019). As a result, real estate developers are increasingly interested in building or developing housing projects due to the continuous and growing demand for homes (Sumiyati & Yulian, 2019).

Kencana Park, a residential property business located in Kubu Raya Regency, faces serious challenges from its competitors, despite having been in operation for some time. This is because of the increasing competition, marked by the emergence of direct competitors offering similar products. As a result, Kencana Park's profits have fluctuated annually. Kencana Park offers modern, minimalist housing with a focus on comfort and a natural ambiance, making it an attractive place for consumers to live. The company implements a controlled marketing mix strategy, including product, price, place, and promotion, which can help achieve company goals by encouraging consumers to buy the products and build good relationships with customers, thus increasing sales (Sumiyati & Jakaria, 2017).

Several factors must be considered by consumers when deciding to purchase a product, and when it comes to buying a home, key considerations include location and price. According to Syarifuddin et al. (2021), "Location is a marketing mix element that ensures that the product is distributed and made available to consumers in the right place at the right time." A good location can have a positive effect on sales (Senggetang et al, 2019). A residential area located near offices, schools, shopping centers, family recreation areas, and free from natural disasters such as floods is highly desirable for families (Ahyani, 2022).

In the residential business, Kencana Park offers good location accessibility, being near Transmart, Qubu Resort, Sekolah Tinggi Bahasa Bersama, Supadio Airport, and several prominent universities in Pontianak. In addition to its strategic location, Kencana Park offers various facilities such as PDAM, 24-hour security, CCTV, playgrounds, commercial facilities, wide roads, and green spaces. The housing specifications include reinforced concrete foundations, reinforced concrete structures, lightweight steel roof frames, metal sheet roofs, gypsum lightweight steel ceilings, aluminum windows, class II wooden doors, 1300-watt electricity, 40x40 ceramic terraces, 60x60 HT ceramic floors, standing toilets, property certificates, and IMB (building development licenses).

In addition to location, price is also an important consideration for consumers when making purchasing decisions. According to Kotler & Keller (2016), "Price is the total value exchanged by consumers to gain the benefits of owning a product or service." The price offered by a company must be competitive with other companies and within consumers' purchasing power. Consumers' ability to pay, their careful price comparisons before purchasing, and their perception of resale value all influence their decision to buy a home

(Harjanto, 2016). Price plays an essential role in offering value to consumers, influencing products, and affecting consumer satisfaction in making a purchase. Currently, Kencana Park offers higher prices, but the price is justified by the complete facilities and high-quality specifications.

The more strategic the location of a housing development and the more affordable the price, the greater the influence on the consumer's decision to purchase a home. The decision to purchase a product or service often arises from an internal emotional urge or external influences (Dirwan & Firman, 2023). The goal of choosing an ideal business location is to ensure smooth operations and goal achievement (Audini et al, 2024). Price variables are naturally involved in the purchasing process, as consumers rely on them when deciding to make a purchase (Purwandandi & Widodo, 2022). Therefore, property companies must focus on developing strategic housing locations at prices that consumers can afford.

The residential property market is becoming increasingly competitive, with more developers offering similar housing products, making it harder for companies like Kencana Park to sustain profitability and maintain their market position. As consumer expectations shift, particularly concerning factors like location and price, it is critical for developers to gain a deeper understanding of the elements that influence purchasing decisions. Given Kencana Park's strategic location and competitive pricing, this study is essential for providing insights that can help property developers in West Kalimantan adjust their marketing tactics. The growing globalization of the market, alongside shifting consumer priorities, calls for research that can help companies make informed decisions about location and pricing, ensuring they meet consumer expectations effectively and stay ahead of the competition.

This research is expected to serve as a starting point that can encourage property companies or developers to adopt effective strategies in marketing properties or homes to potential customers. This study also introduces a fresh perspective by exploring the impact of location and price on residential property purchasing decisions in West Kalimantan, an area that has been under-researched in the field of property marketing. While much existing research tends to focus on larger cities, this study targets a regional market, offering a unique view of consumer behavior in a less-explored area. By investigating how both location and pricing influence buyers, the research presents a more nuanced understanding of the factors that shape residential property choices in this specific market. Given the lack of similar studies in the region, this research fills a significant gap, providing valuable insights that can help property developers tailor their strategies to better appeal to local consumers.

## RESEARCH METHOD

The research method used in this study is associative research. The population in this study consists of consumers who have purchased homes at Kencana Park in Kubu Raya Regency, with a total of 79 respondents. The sampling technique used in this study is Saturated Sampling. According to Sugiyono (2019), "Saturated Sampling is a sampling technique in which all members of the population are selected as the sample." The data used in this research is primary data, which was obtained through the distribution of

questionnaires. The scale employed in this study is the Likert scale, and the data analysis was conducted using Multiple Linear Regression Analysis with SPSS 25 software. The tests conducted in this study are consisted of Determination Coefficient, Correlation Coefficient, F Test and t Test to give detailed explanation about the impact of location and Price toward Customer Purchase Decision for Kencana Park Housing.

## RESULT and DISCUSSION

### Validity Test

The Validity Test is conducted to determine the validity level of a research questionnaire instrument. The validity test is performed using the criterion that if the calculated r value is positive and the calculated r value ( $r_{hitung}$ )  $\geq$  the r table value ( $r_{tabel}$ ), the item being tested is considered valid. Conversely, if the calculated r value ( $r_{hitung}$ )  $\leq$  the r table value ( $r_{tabel}$ ), the item is considered invalid. The r table value is determined using the formula  $df = n$  (sample size) - 2 = 79 - 2 = 77, with a significance level of 0.05, which gives an r table value of 0.221. The results of the validity test for each statement in the variables of Location (X1), Price (X2), and Purchase Decision (Y) can be seen in Table 1 below:

**Table 1** *Validity Test Result*

Research Variable	Indicator	r count	r table	Result
Location (X1)	L1	0,598	0,221	Valid
	L2	0,693		
	L3	0,679		
	L4	0,764		
	L5	0,683		
	L6	0,814		
	L7	0,574		
	L8	0,633		
	L9	0,664		
Price (X2)	H1	0,743	0,221	Valid
	H2	0,738		
	H3	0,824		
	H4	0,781		
	H5	0,696		
	H6	0,753		
	H7	0,527		
Purchase Decision (Y)	KP1	0,511	0,221	Valid
	KP2	0,449		
	KP3	0,370		
	KP4	0,643		
	KP5	0,489		
	KP6	0,665		
	KP7	0,342		
	KP8	0,534		
	KP9	0,482		
	KP10	0,360		
	KP11	0,485		
	KP12	0,466		

Based on Table 1 above, it can be concluded that all statement items for all variables, namely Location (X1), Price (X2), and Purchase Decision (Y), meet the validity test criteria because all calculated r values (r-count) are greater than the r-table value of 0.221.

### Reliability Test

The reliability test conducted in this study aims to assess the consistency and reliability of a statement as a measurement tool. The reliability test in this study uses Cronbach's Alpha with a significance value of 0.60. The results of the reliability testing for all research variables can be seen in Table 2 below:

**Table 2** Reliability Test Result

Research Variables	Cronbach's Alpha	Result
Location (X1)	0,852	Reliabel
Price (X2)	0,845	
Purchase Decision (Y)	0,705	

Source: Processed Data, 2024

Based on Table 2 above, it can be concluded that all statement items for the variables, namely Location (X1), Price (X2), and Purchase Decision (Y), meet the reliability test criteria because all Cronbach's Alpha values are greater than the significance value of 0.60.

### Classical Assumption Test

#### Normality Test

The normality test conducted in this study used the Kolmogorov-Smirnov test method. If the significance value from the Kolmogorov-Smirnov test is greater than 0.05, the normality assumption can be considered valid. The results of the normality test for all research variables can be seen in Table 3 below:

**Table 3** Normality Test Result

Test	Value
N (Sample)	79
Test Statistic (Kolmogorov-Smirnov Z)	.083
Asymp.Sig.(2-tailed)	.200

Source: Processed Data, 2024

Based on the results of the normality test in Table 3 above, which show a significance value of  $0.200 > 0.05$ , it can be concluded that the data distribution is normal.

#### Linearity Test

The Linearity Test was conducted using the Test for Linearity method. The results of the linearity test between the Location variable (X1) and Purchase Decision (Y), as well as between Price (X2) and Purchase Decision (Y), can be seen in Table 4 below:

**Table 4** Linearity Test Result

Research Variable	Linierity Sig	Result
Location*Purchase Decision	0,000	Linear
Price*Purchase Decision	0,000	Linear

Based on the results of the linearity test in Table 4 above, it can be seen that the significance value for Linearity is  $0.000 < 0.05$ . Therefore, it can be concluded that the relationship between the Location variable (X1) and Price (X2) with Purchase Decision (Y) is linear.

### Multicollinearity Test

The Multicollinearity test is conducted to examine whether the regression model contains correlations among the independent variables. This test can be performed by looking at the Variance Inflation Factor (VIF) and the tolerance value. Multicollinearity is not considered to occur if the VIF value is less than 10.00 or the tolerance value is greater than 0.10. The results of the Multicollinearity test in this study can be seen in Table 5 below:

**Table 5** Multicollinearity Test Result

Research Variable	Tolerance	VIF
Location	0,877	1,140
Price	0,877	1,140

Source: Processed Data, 2024

Based on the results of the multicollinearity test in Table 5 above, it can be seen that the tolerance value for the Location (X1) and Price (X2) variables is  $0.877 > 0.10$ , and the VIF value for the Location (X1) and Price (X2) variables is  $1.140 < 10.00$ . Therefore, it can be concluded that there is no multicollinearity between the Location (X1) and Price (X2) variables.

### Multiple Linear Regression Analysis

The results of the multiple linear regression analysis using SPSS 25 software can be seen in Table 6 below:

**Table 6** Multiple Linear Regression Analysis Result

Research Variable	Coefficients	T Statistic	Significance Value
(Constant)	1,175	8.594	0,000
Location	0,300	6.775	0,000
Price	0,231	4,996	0,000
Dependent Variable: Purchase Decision			

Source: Processed Data, 2024

Based on Table 6 above, the multiple linear regression equation is as follows:  $Y = 1.175 + 0.300 X_1 + 0.231 X_2$ . This regression equation can be explained as follows:

1. Constant (a) of 1.175: This means that if the Location (X1) and Price (X2) variables are both zero, the Purchase Decision (Y) will be 1.175.
2. Regression coefficient (b1) of the Location (X1) variable of 0.300: This indicates that if the Location variable increases by 1 unit, the Purchase Decision will increase by 0.300 units.



- Regression coefficient (b2) of the Price (X2) variable of 0.231: This indicates that if the Price variable increases by 1 unit, the Purchase Decision will increase by 0.231 units.

### Correlation Coefficient ( R ) and Coefficient of Determination (R<sup>2</sup>)

The values of the correlation and determination coefficients in this study can be seen in Table 7 below:

**Table 7** Correlation Coefficient ( R ) and Coefficient of Determination (R<sup>2</sup>)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,766	0, 587	0, 576	0,19887

Source: Processed Data, 2024

Based on Table 7 above, the correlation coefficient in this study was calculated using the Product Moment method, with an R value of 0.766. This indicates a strong relationship between the variables of location and price on purchase decisions, as the value falls within the 0.60-0.799 interval. Meanwhile, the coefficient of determination (R<sup>2</sup>) is 0.587. This means that 58.7% ( $1 \times 0.587 \times 100\%$ ) of the variance in purchase decisions can be explained by the variables of location and price, while the remaining 41.3% is explained by other variables outside the scope of this study.

### Simultaneous Effect Test (F Test)

The results of the simultaneous test (F-test) in this study can be seen in Table 8 below:

**Table 8** Simultaneous Effect Test Result

Model	Sum of Squares	Mean Square	F	Significance
Regression	4,265	2,133	53,925	0,000
Residual	3,006	0,040		

Dependent Variable: Purchase Decision

Predictors: (Constant), Location, Price

Source: Processed Data, 2024

Based on the results presented in Table 8 above, it can be concluded that the simultaneous test (F-test) shows a calculated F value of 53.925, which is greater than the critical F value of 3.11, with a significance value of 0.000, which is less than 0.05. Therefore, it can be concluded that the variables of Location (X1) and Price (X2) simultaneously (together) have a significant effect on the Purchase Decision (Y).

### Partial Test (T Test)

The results of the partial test (T-test) in this study can be seen in Table 9 below:

**Table 9** Partial Test Effect Result

Research Variables	Coefficients	T Statistic	Significance Value
(Constant)	1,175	8.594	0,000
Location	0,300	6.775	0,000
Price	0,231	4,996	0,000

Dependent Variable: Purchase Decision

Source: Processed Data, 2024

Based on Table 8 above, the results of the partial test (T-test) can be explained as follows. The calculated t-value for the Location variable (X1) is  $6.775 > \text{the t-table value of } 1.664$ , and the significance value is  $0.000 < 0.05$ . Therefore, it can be concluded that Location (X1) has a positive and significant effect on Consumer Decision (Y) partially. The calculated t-value for the Price variable (X2) is  $4.996 > \text{the t-table value of } 1.664$ , and the significance value is  $0.000 < 0.05$ . Hence, it can be concluded that Price (X2) also has a positive and significant effect on Consumer Decision (Y) partially.

## DISCUSSION

**Effect of Location on Purchase Decision,** The results of the data analysis indicate that there is a significant partial effect between Location and Purchase Decision. The analysis also shows a positive relationship between these two variables. Therefore, it can be concluded that the hypothesis suggesting that Location positively and significantly influences Purchase Decision is supported. This finding aligns with previous studies by Hasbiyadi et al. (2017), Sugianto & Ginting (2020), and Hidayat (2020), which demonstrate that Location has a positive influence on Purchase Decisions. This means that as the location of a housing development improves, it is more likely to have a favorable impact on consumers' decisions to purchase a property. Specifically, the study confirms that a strategically located residential development, like Kencana Park, plays a crucial role in influencing the purchasing behavior of potential buyers. In the case of Kencana Park, its proximity to essential facilities like Transmart, Qubu Resort, Sekolah Tinggi Bahasa Bersama, and Supadio Airport is a key selling point, positioning the development as highly accessible and convenient for families. This strategic location makes it an appealing option for consumers, especially those who prioritize ease of access to work, education, and other daily activities. By highlighting the accessibility and convenience of their location, property developers can better meet the needs and preferences of potential buyers, ultimately driving more sales.

**Effect of Price on Purchase Decision,** The data analysis results also reveal a significant partial effect between Price and Purchase Decision. A positive relationship was observed between these two variables. Therefore, it can be concluded that Price positively and significantly influences Purchase Decision, as hypothesized. This finding is consistent with research by Waworuntu & Hasan (2021), Purwandandi & Widodo (2022), and Qur'ani et al. (2024), which indicate that Price has a positive impact on Purchase Decision. This means that the price of a property has a direct and substantial impact on a consumer's decision to purchase a home. The results confirm that as the price becomes more competitive and aligns with the consumers' financial capabilities, it significantly influences their willingness to make a purchase. Therefore, the hypothesis that price positively and significantly influences purchase decisions is supported. For Kencana Park, although the prices may be somewhat higher compared to some competitors, the research indicates that this pricing is reasonable given the development's advantages, such as its prime location, high-quality construction, and the wide range of amenities it provides. This highlights the crucial role of effective pricing strategies for property developers. To remain competitive, Kencana Park needs to ensure its pricing is attractive while delivering substantial value to consumers. Additionally, highlighting the property's long-term advantages, such as its investment potential and the



enhanced quality of life it offers, can help make the price more appealing to prospective buyers. In the current housing market, where buyers are often conscious of costs, understanding the pivotal role of price in their decision-making process is essential for developers. By thoroughly analyzing the pricing approaches of competitors and adjusting their own to meet market demands, developers can more effectively sway potential buyers and boost sales.

**Effect of Location and Price on Purchase Decision,** The results from the data analysis indicate that there is a simultaneous effect of both Location and Price on Purchase Decision. The analysis shows a positive relationship between all three variables. Hence, it can be concluded that Location and Price both simultaneously and positively influence Purchase Decision, supporting the hypothesis. This finding is in line with studies by Saroinsong et al. (2022), Kelana & Raldianingrat (2022), and Hairudin & Hasbullah (2023), which show that Location and Price, when considered together, significantly influence Purchase Decisions. This result supports the hypothesis that both factors, when considered together, play an important role in shaping consumers' choices. The positive correlation suggests that as the location of a housing development becomes more accessible and strategically positioned, coupled with a competitive and well-aligned price, consumers are more likely to make a purchase. For Kencana Park, the findings are particularly significant given its prime location near key amenities like schools, shopping malls, and transportation hubs. This strategic positioning, combined with its competitive pricing, makes the development more appealing to prospective buyers. In today's real estate market, consumers often evaluate both the cost of the property and its location. When these two elements align, they create a more attractive proposition. A development like Kencana Park, which is conveniently located close to essential services and attractions, becomes a highly sought-after option for homebuyers. If the price of the property is in line with its value and fits within the buyer's budget, it greatly increases the chances of a purchasing decision.

As such, Kencana Park's approach to pricing and its focus on location are vital in distinguishing it from competitors in an increasingly competitive market. Developers need to ensure that the location is complemented by a price that reflects its value, addressing consumers' price sensitivity while driving sales. By emphasizing the long-term benefits of the development, such as its potential for future growth or the convenience it offers, Kencana Park can further influence potential buyers to make a purchase decision.

## CONCLUSIONS

Based on the discussion above, it can be concluded that the partial test results (T-test) indicate that both Location and Price have a positive and significant effect on Purchase Decision. The simultaneous test results (F-test) further support this finding, showing that Location and Price together significantly influence Purchase Decision. Therefore, Location and Price play a crucial role in consumer decision-making. A strategically located housing development with good accessibility and adequate facilities is more attractive to consumers. Additionally, when the offered price aligns with consumers' purchasing power and expectations, it has a substantial impact on their decision to buy a home.

It is recommended that Kencana Park continue to maintain or select strategic locations and ensure that housing prices remain aligned with consumer expectations. By doing so, Kencana Park can maximize its influence on consumer purchase decisions. This study primarily focuses on the property market in the Kubu Raya region, West Kalimantan, specifically the Kencana Park development. While the findings provide valuable insights into local market dynamics, they may not be fully generalizable to other regions or national markets. Housing preferences and purchase decisions can vary significantly depending on regional factors such as culture, economic conditions, and housing availability in different areas.

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