The Influence of Places and Facilities on People's Buying Interest (Case Study of Jatibaru Garden Housing)

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ABSTRACT

This study aims to determine the effect of place on people's buying interest in Jatibaru Garden housing, (2) to determine the effect of facilities on people's buying interest in Jatibaru Garden housing. Based on the results of the analysis and discussion that has been carried out, the following conclusions are obtained: (1) The results of multiple linear regression analysis obtained the coefficient value for the facility variable (X1) of 0.123. $0.030 < 0.05$. So it can be concluded that the facility has a significant effect on people's buying interest in Jatibaru Garden housing (H1 is accepted and H0 is rejected). (2) The results of multiple linear regression analysis obtained the coefficient value for the location variable (X2) of 0.157 based on the t test, the value tcount > ttable that is equal to $2.267 > 1.985$ with a significance value of $0.026 < 0.05$. So it can be concluded that the place has a significant effect on people's buying interest in Jatibaru Garden housing (H1 is accepted and H0 is rejected).

Keywords : Influence, Place, Facilities, Buying Interest

1. INTRODUCTION

The most basic human need is a place to live or a house. Every human being needs a place to live as a place to take refuge and gather with family, besides that the house is also used as an investment in the future. The house is a basic human need and has an important role in the formation of one's character and personality (Mulyani, 2013).

The housing business continues to grow rapidly in line with population growth. The housing business or commonly called property is currently a business area that is quite attractive to developers (Marisa, 2013). This is indicated by the increasing number of companies that provide housing for residents. The more housing businesses, the higher the level of competition for developers in marketing their products to consumers. Business people must compete with each other to provide and market their products to meet consumer wants and needs. In addition, companies are also required to think smart in making decisions, including in terms of formulating the right marketing strategy to be able to attract consumers so that they can continue to survive (Ali, 2017).

The factor that consumers consider in buying a house is located. Location is the place where the company must be headquartered to carry out operations (Memah et al, 2015). The choice of location has a strategic function because it can help determine the achievement of the goals of the business entity. A good location is a location that is located in a strategic area so that it can maximize profits. A strategic location and access to affordable locations will invite consumers to make purchases of housing.

Facilities also play a very important role for companies to attract consumers. Facilities are facilities that make it easier for consumers to carry out an activity. Consumers will consider many factors to choose a product, facilities also include consumer considerations in purchasing decisions. At almost the same price level, the more complete the facilities provided by the company, the more satisfied customers will be and will continue to choose the company as a priority choice based on the perception they get of the available facilities.

This study uses Jatibaru Garden housing as the object of research. Jatibaru Garden is a housing estate founded by PT. Karya Banua Prima is a housing developer that provides houses of various types. Jatibaru Garden is located in Lubuk Pakam, Deli Serdang, Jatibaru Village. Jatibaru Garden Housing has been established in 2017. This housing has the advantages of affordable prices, attractive building designs, strategic housing locations, and complete facilities.

An environmentally friendly village, as well as the development of the population and the existing level of the economy, increasingly encourage development companies to carry out property development in Jatibaru Village. Housing developers are not only required to produce but need to

try to attract consumers and influence consumer behavior to buy the products offered. Understanding consumer behavior and attitudes greatly affects product sales both for now and for forecasting sales in the future.

2. RESEARCH METHOD
2.1. Sampling Method

The method used in this study is a non-probability sampling technique, namely a sampling method that does not provide equal opportunities or opportunities for each element or population to be selected as a sample (Sugiyono, 2004). Meanwhile, the type of non-probability sampling used is accidental sampling, which is a sampling technique based on chance, that is, anyone who coincidentally meets a researcher can be used as a sample if it is seen as a coincidental person. found suitable as a data source. In this study, the customers selected as respondents were customers who had used Levi Auto's services. The number of samples was determined using the RAO (1996) formula, namely:

$$n = \frac{N}{1 + N(\mu)} 2 \dots\dots\dots\dots\dots\dots\dots\dots\dots\dots (1)$$

Where:
N = Number of Samples
N = Total Population
μ = Margin of Error max. The maximum tolerable error rate is 10%

$$n = \frac{244}{1 + 244 (10\%)2}$$

then:

$$n = \frac{244}{1 + 244 (10\%)2}$$

n = 70,93 (n = 71)

To facilitate the research, the number of samples was set at 71 people.

2.2. Method of collecting data
1. Observation

Observation is a method of collecting primary data by looking for information to the research target, namely Levi Auto
2. Questioner

Questionnaire is a method of collecting data by submitting a questionnaire containing a list of questions to respondents or consumers who buy housing at Jatibaru Garden, namely the influence of location and facilities on consumer buying interest. The measurement of this research variable was done by using a personal questionnaire (Personality Questionnaires). Data was collected using a closed questionnaire. The statement interval in this study is 1 - 5 with the anchor statement Strongly Disagree (STS) to Strongly Agree (SS).
3. Interview

Interview is the process of obtaining information for research purposes by means of question and answer while face to face with respondents who have bought housing in Jatibaru Garden to find out data about the influence of Location and Facilities on Public Interest.

3. RESULTS AND DISCUSSION
3.1. Research Instrument Test Results
1. Validity Test

The technique used is to perform a bivariate correlation between each indicator score and the total construct score. This test uses a mini sample and is carried out by comparing the value of rcount with rtable, rtable is sought with a significance of 0.05 with a 2-sided test and the amount of data (n) = 30, df = n-2 then the rtable is 0.361. If the value of rcount > rtable, it means that the statement is valid and if rcount < rtable, it means that the statement is invalid (Ghozali, 2013).

Variabel	Pernyataan	$_r$ hitung	$_r$ tabel	Keterangan
Fasilitas	F1	0,910	0,361	Valid
	F2	0,890	0,361	Valid

	F3	0,889	0,361	Valid
Lokasi	L1	0,854	0,361	Valid
	L2	0,815	0,361	Valid
	L3	0,909	0,361	Valid
Minat Beli Masyarakat	MBM1	0,876	0,361	Valid
	MBN2	0,888	0,361	Valid
	MBM3	0,852	0,361	Valid

Based on the results of the analysis of the validity test above, it is known that all indicator statements from each variable, namely facilities, location, and people's buying interest are declared valid because from all statements on the indicators above, it turns out that the value of rcount > rtable. So that the statement or indicator is a constructor of each variable.

2.Reliability Test

Reliability tests were carried out to see each indicator of each

each variable is reliable or reliable as a variable measuring instrument. The reliability of an indicator can be seen from the value of Cronbach alpha (α). The statement indicator can be said to be reliable if the value of Cronbach alpha (α) is greater than > 0.70 (Ghozali, 2013). The overall results of the reliability test using the mini sample can be seen in the following table:

Variabel	Nilai *Cronbach Alpha*	Standar Reliabel	Keterangan
Fasilitas	0,935	0,70	Reliabel
Lokasi	0,900	0,70	Reliabel
Minat Beli Masyarakat	0,842	0,70	Reliabel

The results of the reliability test above show that the six variables have a Cronbach alpha value > 0.70, so it can be concluded that the indicators used in the variables, facilities, location, and public buying interest can be trusted and reliable as a measuring tool.

3.2. Multiple Linear Regression Analysis Results

Multiple regression analysis means that in a regression equation there is one dependent variable and more than one independent variable. Analysis

This is used to see how much influence the independent variable or the independent variable consisting of the facilities and location of Jatibaru Garden housing on the dependent variable or the dependent variable, namely interest in revisiting.

Multiple Linear Regression Analysis Results
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.335	2.596		.137	.891
	Fasilitas	.123	.056	.219	2.202	.030
	Lokasi	.157	.069	.175	2.267	.026

Based on the table above, the multiple linear regression equation is as follows:

y= + 1x1 + 2x2 + 3x3 + 4x4 + 5x5

y = 0.335 + 0.106 X1 + 0.123 X2 + 0.189 X3 + 0.157 X4 + 0.135 X5

From the results of the multiple linear regression equation above, it can be interpreted as follows:

1. A constant of 0.335, meaning that if the independent variables (facilities and location) are considered constant, then the level of public buying interest in Jatibaru Garden housing is 0.335.

2. Facility regression coefficient (X2) is 0.123, meaning that if the facility variable is increased by 1 unit, it will increase people's buying interest in Jatibaru Garden Housing.
3. The location regression coefficient (X4) is 0.157, meaning that if the location variable is increased by 1 unit, it will increase people's buying interest in Jatibaru Garden Housing.

3.3. Model Determination Test Results

1. Test Statistics F (Test F)

Statistical test (F test) is used to determine whether the research model is fit or not.

The F test can be done by looking at the significance level of = 0.05 and the decision-making criteria by comparing the value of f arithmetic and f table, if Fcount > Ftable then all independent variables affect the dependent variable (Ghozali, 2013). The results of the f test of service quality variables, facilities, prices, locations, and the green hotel concept can be seen in the following table:

Statistical Test Results (F Test)

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	721.669	5	144.334	21.092	.000[b]
	Residual	643.241	94	6.843		
	Total	1364.91	99			

a. Dependent Variable: Revisit Interest

b. Predictors: (Constant), Service Quality, Facilities, Price, Location, Green Hotel Concept

From the calculation of the data above, the Fcount value is 21,092 with a significance value of 0.000. To calculate the previous Ftable, first determine df1 and df2, with a significance value of 0.05. Where df1 is the number of independent variables, namely 5, while df2 is the residual value of the model (n-k-1) which is 94 where (n) is the number of respondents and (k) is the number of dependent variables.

Ftable = 2.31 (obtained from excel), so it can be concluded that the value of Fcount > Ftable (21.092 > 2.31) with a significance level of 0.000 <0.05. This shows that H0 is rejected and H1 is accepted so that it can be concluded that the quality of service, facilities, price, location, and the green hotel concept together affect the interest in revisiting the Jatibaru Garden housing.

3.4. Coefficient of Determination Test (Adjusted R^2 Test)

The coefficient of determination test (Adjusted R2) is used to determine

how far the proportion of variation of the independent variables can explain well the dependent variable. The value of the coefficient of determination is between zero and one. If the value of R2 is small, then the ability of the independent variables in explaining the dependent variables will be limited. The value of R^2 which is close to one means that the independent variable provides almost all the information needed to explain the dependent variable (Ghozali, 2013). The size of the model's accuracy, in this case, is $R^2 = 0.2$. There is no definite measure of how large R2 is to say that a variable is correct. If R^2 is getting bigger and closer to 1, then the model is more accurate. For survey data which means cross-section data obtained from many respondents at the same time, then the value of $R^2 = 0.2$ or 0.3 is good enough (Bambang, 2009). The results of the coefficient of determination (Adjusted R^2) in this study are as follows:

Coefficient of Determination Test Results (Adjusted R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.727[a]	.529	.504	2.616

a. Predictors: (Constant), Total Green Hotel Concept, Total Location, Total Price, Total Service Quality, Total Facilities

From the table above, it can be seen that the value of adjusted r square is 0.504, this means that the variation of the variable interest in revisiting can be explained by the independent variables (quality of service, facilities, price, location, green hotel concept) of 50.4%. While 49.6% (100% - 50.4% = 49.6%) is explained by other factors that are not included in this research model.

3.5. Hypothesis Test Results (t test statistic)

The t-statistical test shows the effect of one independent variable individually in explaining the variation of the dependent variable. The results of the t test can be seen from the coefficient table in the sig column. It can be said that there is an effect between the independent variable and the dependent variable partially if the probability of the t value or significance is < 0.05. And it can be said that there is no significant effect between each independent variable and the dependent variable if the probability of the t value is > 0.05 (Ghozali, 2013). The results of the t-test in this study are as follows:

t statistical test results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	.355	2.596		.137	.891
2	Fasilitas	.123	.056	219	2.202	0.30
3	Lokasi	.157	.069	.175	2.267	0.26

a. Dependent Variable: Public Buying Interest based on table 4.13 regarding the results of the t test above, it can be concluded as follows:

For the results of t count facility variable (X2) of 2.202 with a probability of 0.030. To find out the t table can be searched using the Microsoft Excel program with the formula =tinv(α;df2) and the t table value is 1.985. So that the results can be obtained 2.202 > 1.985 with a significance of 0.030 <0.05. This means that the facility variable has an effect on people's buying interest.

For the location variable tcount (X4) of 2.267 with a probability of 0.026. To find out the ttable can be searched using the Microsoft Excel program with the formula =tinv(α;df2) and the ttable value is 1.985. So that the results can be obtained 2.267 > 1.985 with a significance of 0.026 < 0.05. This means that the location variable has an effect on people's buying interest.

3.6. Discussion of Research Results (Proof of Hypotheses)
3.6.1. The Influence of Facilities on People's Buying Interest

Facilities have a significant effect on the interest in revisiting the Surakarta Turi House. This is stated based on the results of tcount > ttable which is 2.202 > 1.985 with a significance of 0.030 < 0.05. So it can be concluded that the quality of service has a significant effect on the interest in revisiting the Surakarta Turi House (H1 is accepted and H0 is rejected). In this study, the facilities variable with indicators available for restaurants, the availability of a large enough parking space, available laundry, available transportation services, available internet services affect the buying interest of the community in Jatibaru Garden housing.

The results of this study are supported by research conducted by (Faradisa, et.al., 2016) which states that the facility has a significant effect on people's buying interest at Indonesian Coffeeshop Semarang (Icos Cafe), meaning that if the facilities are higher, then the buying interest at Indonesian Coffeeshop is higher. Semarang (Icos Cafe) will increase.

3.6.2. The Influence of Location on People's Buying Interest

The location has a significant effect on the interest in revisiting the Surakarta Turi House. This is stated based on the results of tcount > ttable which is 2,267 > 1,985 with a significance of 0.026 < 0.05. So it can be concluded that the location has a significant effect on the interest in revisiting the Surakarta Turi House (H1 is accepted and H0 is rejected). In this study, location variables with indicators of affordability, smooth traffic flow, comfortable hotel surroundings, and proximity to public facilities affect the interest in revisiting the Surakarta Turi House.

The results of this study are supported by research conducted by Faradiba and Astuti (2013) which states that location has a significant effect on consumer repurchase interest, meaning that if the location is more strategic and has easy access, the consumer's repurchase interest will be higher.

4. CONCLUSION

The results of multiple linear regression analysis obtained the coefficient value for the facility variable (X2) of 0.123. Based on the t-test, the value of tcount > ttable was 2.202 > 1.985 with a significance value of 0.030 <0.05. So it can be concluded that the facility has a significant effect on people's buying interest in Jatibaru Garden housing (H1 is accepted and H0 is rejected).

The results of multiple linear regression analysis obtained the coefficient value for the facility variable (X3) of 0.189. Based on the t test, the value of tcount > ttable was 2.234 > 1.985 with a significance value of 0.028 <0.05. So it can be concluded that the facility has a significant effect on people's buying interest in Jatibaru Garden housing (H1 is accepted and H0 is rejected).

The results of multiple linear regression analysis obtained the coefficient value for the location variable (X4) of 0.157. Based on the t test, the value of tcount > ttable was 2.267 > 1.985 with a significance value of 0.026 <0.05. So it can be concluded that the place has a significant effect on people's buying interest in Jatibaru Garden housing (H1 is accepted and H0 is rejected).

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