



THE INFLUENCE OF LOCATION, PRICE, AND PROMOTIONS ON THE DECISION TO PURCHASE SUBSIDIZED HOUSING

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ABSTRACT. This study aims to analyze the influence of location, price, and promotion on the decision to purchase a subsidized home in the Bintan Taman Deli Housing Complex owned by PT Cahaya Anugrah Ramadhan. This study employs a quantitative approach. The study population consists of all actual buyers who meet the study criteria at the Bintan Taman Deli Housing Complex, with a total of 51 respondents. Data collection was conducted through interviews, questionnaires, and documentation. Data analysis utilized multiple linear regression with the assistance of SPSS 26. The tests included validity and reliability tests, classical assumption tests, multiple linear regression, the coefficient of determination, the t-test, and the F-test. The results indicate that, when analyzed individually, location does not yet show a significant influence on the purchase decision. The price and promotion variables have a positive and significant effect on purchasing decisions. Simultaneously, the location, price, and promotion variables are significant based on the F-test. The coefficient of determination value of 68.9% indicates that 68.9% of the variation in purchasing decisions can be explained by the location, price, and promotion variables, while the remaining 31.1% is explained by other factors outside the research model. The results of this study are limited to actual homebuyers in the Bintan Taman Deli Housing Complex and cannot be directly generalized to all prospective buyers of subsidized homes.

Keywords: Location; Price; Promotions; Purchasing Decisions; Subsidized Housing

Introduction

The presence of various industrial sectors in the Bintan Special Economic Zone (KEK) attracts workers from various regions, who then settle in the surrounding area. This has led to population growth occurring both naturally and through migration. The Bintan Regency Central Statistics Agency recorded that in 2022, Bintan's population reached 165,781 people and continues to rise. The latest population data shows that as of mid-2024, the population of Bintan Regency stood at 178,826. The largest population is concentrated in the Bintan Timur subdistrict.

Rising population growth and urbanization are driving demand for decent, affordable, and strategically located housing. These conditions place housing developers in a position that demands precise strategies for understanding consumer preferences (Ramadhan et al., 2023). Housing is a primary human need that plays a crucial role in shaping identity, strengthening national character, enhancing resilience, and improving the standard of living for every individual. Beyond merely fulfilling basic needs, housing is a vital aspect of human life, providing space for social interaction and personal expression (Sylvia, 2021). In response to this issue, the Head of the Bintan Housing and Settlement Agency (Perkim), Mohammad Irzan, stated Bintan's readiness to build and support the subsidized housing program by targeting the construction of more than 1,000 housing units. The construction of these subsidized homes will take place in East Bintan and North Bintan subdistricts. These two areas were selected because they have high population densities and sufficient land availability.

The subsidized housing program has encouraged developers in this case, private real estate developers to compete to expand their operations in the housing sector. One such developer is PT. Cahaya Anugrah Ramadhan. This company has built the Bintan Taman Deli Housing Complex as part of the subsidized housing development program. The Bintan Taman Deli Housing Complex is located on Jalan Musi at km 19. For the construction of the Bintan Taman Deli Housing Complex, PT Cahaya Anugrah Ramadhan collaborated with the landowners on Jalan Musi at km 19 under a build-to-own arrangement. As a result of this collaboration, the Bintan Taman Deli Housing Complex, developed by, consists of 77 Type 36 homes each with an area of 105 m² and featuring 2 bedrooms and 1 bathroom.

In marketing its products, Bintan Taman Deli Housing has implemented various promotional strategies to ensure that housing sales continue to rise and generate profits for the company. PT. Cahaya Anugrah Ramadhan, the developer of Bintan Taman Deli Housing, has strived to offer the best possible promotions through discount programs, *cashback* programs, and gift bonuses for home purchases. These promotional messages have been disseminated through online media such as the internet and social media (*WhatsApp* and *Facebook*). Currently, all housing units at the Bintan Taman Deli Housing Complex have been sold out. The following is the sales data for homes at the Bintan Taman Deli Housing Complex.

Table 1: Sales Data for the Bintan Taman Deli Housing Complex

No.	Year	Number of Units Sold	Price
1	2022	10	Rp 156,500,000
2	2023	34	Rp. 156,500,000 – Rp. 168,000,000
3	2024	33	Rp. 168,000,000 – Rp. 173,000,000
Total		77	

Source: PT. Cahaya Anugrah Ramadhan

Although all housing units in the Taman Deli Housing Complex have been sold out, the process of securing buyers is not automatic because prospective customers have many subsidized housing alternatives in the Musi Road km 19 area. Several developers in the vicinity offer relatively similar specifications and prices, so the company must compete through location, pricing, and promotional strategies to ensure prospective customers choose the Bintan Taman Deli Housing Complex. The following is a list of similar developers building subsidized housing in the Musi Road Km 19 area

Table 2: List of Subsidized Housing Projects on Jalan Musi Km 19

No.	Housing Complex Name	Partner Bank	Developer
1	Pesonna Mutiara Permai	BTN	N Land Property
2	Bukit Bintan Lestari	BTN	PT. Karya Cahaya Lestari

3	Grand Pesona Mutiara	BTN	N Land Property
4	Bintan Taman Deli	BTN	PT. Cahaya Anugrah Ramadhan
5	Bambu Kuning 2	BTN	PT. Bintan Sinar Putra
6	Bintan Orchid 2	BTN	PT. Karya Candra Utama

Source: Data compiled by the researcher (2026)

The large number of developers building subsidized housing has made competition in the real estate industry increasingly fierce. Developers offer homes with relatively similar specifications, prices, and amenities, giving consumers many options to consider before making a purchase decision. Therefore, companies need to understand the factors that truly influence consumers' decisions. In addition, they must implement solid marketing strategies to identify existing opportunities and leverage them to boost housing sales.

When purchasing a subsidized home a long-term decision consumers' perception of value for money becomes extremely important. In the context of housing marketing, purchasing decisions are more complex than those for everyday consumer products, as they involve significant economic value, long-term commitment, and emotional aspects in the selection of a home (Kotler & Armstrong, 2018). Purchasing decisions are at the core of consumer behavior and determine the success of a marketing strategy, particularly in the real estate sector, which is characterized by high levels of consumer involvement (Susilo, 2023).

One of the most widely used approaches in marketing is the concept of the marketing mix, which encompasses the elements of product, price, place, and promotion (Kotler & Keller, 2016). (Kotler & Keller, 2019) The marketing mix consists of (product, price, place, promotion). These four elements of the marketing mix work together to ensure the achievement of the sales targets expected by company management. In this study, the researcher uses the "marketing mix" as the theoretical foundation; however, not all elements of the marketing mix are included in the research model. The product variable was not included as a research variable because the subject of the study is subsidized housing, which has building specifications, housing types, and construction standards that have been established in accordance with the provisions of the government's subsidized housing program. In addition, all developers of subsidized housing in the Jalan Musi km 19 area offer nearly identical housing types, building sizes, and price ranges. Companies primarily compete through convenient location access, pricing strategies, and promotional activities that attract potential consumers. Therefore, this study focuses on location, price, and promotion as research variables. These three variables are considered more relevant in explaining consumer purchasing decisions regarding the Bintan Taman Deli Housing Complex.

The results of previous studies on the influence of location, price, and promotion still show varying findings. Some studies state that location is the dominant factor, while others indicate that price or promotion has a greater influence on purchasing behavior. These differing results suggest that the influence of these three variables depends on regional characteristics and consumer behavior in each respective area.

Table 3: Results of Previous Studies

Researcher	Subject	Location	Respondents	Method	Results
Elwin Frandika Sembiring and Sunargo	Subsidized Mortgage Homes	Batam	Mortgage Consumers	Regression	Location, price, and promotions are significant
Afdhol Rinaldi and	Mortgage Homes	Tangerang	Consumers of PT.	Regression	Significant promotions

Khairunnisa Atifah		Dzakiah Mabrukah Gemilang		and locations	
Joko Prayogi, Indra Surya, and Nova Yessyca Naipospos	Johor City Residence	Medan	Consumers of Residence Johor City	Regression	Significant Locations

Source: Data processed by the researcher (2026)

Differences in the results of previous studies are believed to be influenced by the characteristics of the research subjects, the research location, and the characteristics of the respondents. These differences are also influenced by variations in the characteristics of the research subjects, the research area, the types of housing studied, and market competition conditions. Some studies were conducted in urban areas with high levels of competition, while others were conducted in both commercial and subsidized housing developments.

This study was conducted to re-examine the relationship between the variables of location, price, and promotion in the context of the Bintan Taman Deli Housing Complex in Bintan Regency. In this study, the research subject is a subsidized housing complex developing around the Bintan Special Economic Zone (KEK), which is characterized by relatively intense competition. Thus, this study is expected to provide new empirical evidence regarding the factors influencing the decision to purchase subsidized housing in Bintan Regency.

Literature Review

Location

Location is a key factor for a business in determining where to establish its operations, conduct business or operational activities, and distribute the goods or services that constitute its business activities to consumers. A strategic location near centers of activity, transportation, educational facilities, healthcare facilities, and shopping centers is often a key consideration in the decision to purchase a home (Kotler & Keller, 2016). In this marketing mix, a business's location can also be referred to as the company's distribution channel because the location is directly related to buyers or consumers; in other words, the location is also the place where producers distribute their products to consumers (Santoso et al., 2019).

According to Abduillah and Tantri (2017), location refers to the place where a business conducts its operations, thereby making it easier for consumers to obtain the products or services offered. Choosing the right location will provide ease of access, enhance customer convenience, and serve as one of the factors considered in the purchasing decision-making process. Location indicators include ease of access, location visibility, availability of parking, the surrounding environment, and proximity to consumers or activity centers.

The location indicators developed by Abdullah and Tantri (2017) will be adopted in this study, although these indicators were originally used in research on business locations and will be adapted to the context of the Bintan Taman Deli Housing Complex. Indicators such as location visibility are interpreted as the ease with which consumers can find the housing complex from the main road or by following directions to the Bintan Taman Deli Housing Complex. Meanwhile, the indicator of parking availability is defined as the availability of parking spaces at each housing unit, which contributes to residents' comfort.

Price

Kotler and Armstrong (2018) define “price as the amount of money charged for a product or service, or the value that consumers exchange to obtain the benefits of owning or using that product.” According to Keller (2016), price is an important element in marketing activities aimed at generating revenue. A price that aligns with consumer expectations can influence their decision to purchase or not. According to Kotler and Armstrong (2016:168), the variables indicating price perception consist of four price dimensions, as follows: 1) Price Affordability. 2) Price-Quality Alignment. 3) Price-to-benefit ratio. 4) Price in line with affordability or price competitiveness.

In this study, the price variable is not merely the nominal selling price, but rather consumers’ perception of the total costs they must incur to acquire a subsidized home. This perception includes the affordability of the home’s selling price in accordance with government regulations, the ability to pay a down payment, and the ability to make monthly installments.

Promotion

Promotion is a business communication effort aimed at introducing a product and influencing consumer purchasing decisions (Brahim, 2021). Promotion is one of the most important variables in the marketing mix, used to capture new market share or expand the marketing network.

There are five indicators of promotional activities according to Kotler and Armstrong, as cited in Irawan *et al.* (2021), namely: 1) Advertising, which is a form of communication delivered to a large audience through print media such as banners, posters, and others. 2). Sales promotion, which is a type of promotion carried out through various methods or tools, such as offering discounts specifically aimed at attracting consumers to try or purchase the products being offered. 3). Personal sales involve direct interaction with consumers. 4). Community relations refer to a type of promotion carried out by engaging with or building good relationships with the community, which indirectly helps build a positive corporate image. 5). Direct marketing is marketing carried out directly or through direct interaction, usually conducted through marketing media; this type of promotion aims to reach consumers.

The promotional variables in this study are based on Kotler and Armstrong’s (2021) theory, which outlines five promotional indicators. However, this study uses only four indicators deemed most relevant to the marketing characteristics of subsidized housing: advertising, sales promotions, personal selling, and direct selling. The public relations indicator was not used because it was deemed less suitable for the characteristics of the research subject; therefore, it was excluded from the questionnaire design phase.

Consumer Decisions

Consumer decision-making refers to the actions consumers take in making a decision regarding a particular product in order to address the problems they face in meeting their needs. Consumers’ decision to purchase a product is largely influenced by their perceptions of price, product, promotion, and place (the marketing mix) that the company has implemented to date (Kotler, 2016). Consumer satisfaction refers to the consumer’s decision to purchase a product that is considered a solution to their needs and desires (Fahmi, 2016).

Kotler and Armstrong (2018:177) state, “Purchasing behavior is part of consumer behavior; consumer behavior is the study of how individuals, groups, and organizations choose, purchase, use, and how goods, services, ideas, or experiences satisfy their needs and desires.” The purchasing decision reflects the outcome of a series of consumer decision-making stages, beginning with the recognition of a need, followed by the collection of information and evaluation of alternatives, and finally culminating in the selection of a specific product. The decision-making process consists of five stages: problem identification, information search,

evaluation of alternatives, selection of options and product purchase, and the post-purchase process,

In this study, a purchase decision is defined as the consumer's final decision to purchase a subsidized home in the Bintan Taman Deli Housing Complex after considering the various available alternatives. All indicators in this study were used to measure respondents' decisions at the time of purchasing a home; therefore, the questionnaire did not include statements regarding consumer satisfaction after making the purchase or post-purchase evaluations. This study remains focused on the purchase decision.

The study by Elwin Frandika Sembiring and Sunargo (2022) examined the effects of price, promotions, and location on the purchase of subsidized mortgage homes at PT Sinar Jaya Putra Kampar Batam. The results of the study indicate that price, promotions, and location have a positive influence on the willingness to purchase subsidized mortgage homes at PT Sinar Jaya Putra Kampar.

A study by Afdhol Rinaldi and Khairunnisa Atifah (2021) titled "The Influence of Promotional Variables and Location on the Purchase Intentions of KPR Home Buyers at PT. Dzakiyah Mabrukah Gemilang." The results of the study indicate that the promotion and location variables have a significant influence on consumer purchasing behavior regarding mortgage homes at PT. Dzakiyah Mabrukah Gemilang.

A study by Joko Prayogi, Indra Surya, and Nova Yesyca Naipospos (2024) examined the influence of location on housing purchase decisions in the Johor City residential area. The results of the study indicate that location has a positive and significant influence on home purchasing behavior in Johor City.

Hypothesis

H1: There is a positive influence of location on the willingness to purchase subsidized housing in the Bintan Taman Deli Housing Complex.

H2: There is a positive correlation between price and the willingness to purchase subsidized homes in the Biintan Taman Deilii Housing Complex

H3: There is a positive effect of promotions on the intention to purchase subsidized homes in the Bintan Taman Deli Housing Complex

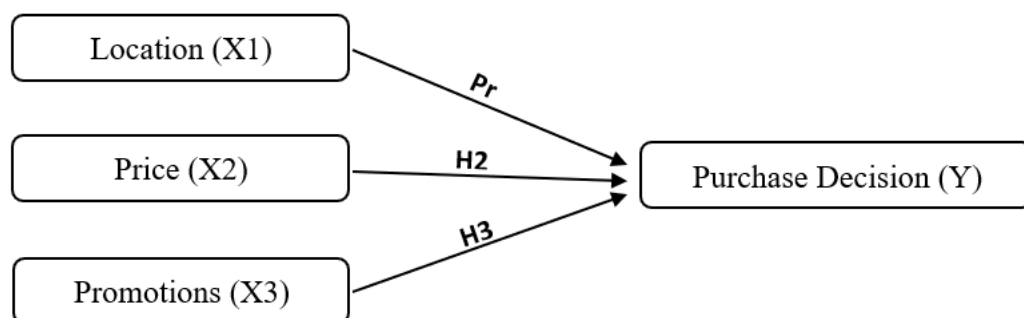


Figure1 . Research Model
Source: Data processed by the researcher (2026)

Research methods

The research method used was a quantitative method. The research instruments consisted of interviews, documentation, and questionnaires distributed directly to the respondents using the Likert scale method. The population in this study consisted of all consumers who had purchased homes in the Bintan Taman Deli Housing Complex and met the criteria to be research respondents. The accessible population consisted of 51 original homeowners who occupied their homes, all of whom were selected as respondents through saturation sampling. Thus, this study did not use a formula to determine the sample size because the entire population that met the criteria was included in the study.

The criteria for eligibility as a respondent are: 1) Having purchased a home in the Bintan Taman Deli Housing Complex; 2) Being a decision-maker or directly involved in the home-buying process; 3) Being willing to participate as a research respondent. Meanwhile, the criteria for ineligibility as a respondent in this study are: 1) Not being the original owner of the home; 2) Providing an incomplete questionnaire response. When distributing the questionnaires, each unit was represented by only one respondent. If the purchase decision was made jointly by a husband and wife, the questionnaire was given to the party who best understood the decision-making process. The collected data was analyzed using multiple linear regression analysis with SPSS 26.

Table 4: Operational Definitions of Variables

Variables	Conceptual Definition	Operational Definition	Indicator	Item Code	Questionnaire Statement	Scale	Theoretical Source
Location	The location is a business decision to determine where to establish a business, conduct business activities, or carry out operations.	Consumer Perceptions of Access to the Bintan Taman Deli Housing Complex	Ease of Access	X1.1	The Bintan Taman Deli Housing Complex is easily accessible by vehicle (car and motorcycle).	Likert	Abdullah dan tantri
				X1.2	Bintan Taman Deli Housing Complex is easily accessible via online ride-hailing services (Maxim, Grab, and Gojek)	Likert	
		Consumer Perceptions in Finding a Housing Location	Location Visibility	X1.3	The Bintan Taman Deli Housing Complex is easily visible	Likert	
				X1.4	The Bintan Taman Deli housing complex offers a view of downtown Kijang	Likert	
		Consumer perceptions of parking availability for each housing unit	Parking availability	X1.5	The Bintan Taman Deli Housing Complex has adequate parking space in each residential area	Likert	
		Consumer perceptions regarding the distance from home to places of activity	Proximity to activity centers	X1.6	The Bintan Taman Deli residential complex is located near downtown Kijang	Likert	
				X1.7	The residential area is located near public facilities (schools, markets, gas stations, mosques, and industrial zones).	Likert	
			Consumer perceptions of the proximity of housing developments to the surrounding area	Surrounding area	X1.8	There are other housing developments located not far from this one (Bambu Kuning Housing Development, Bukit Bintan Lestari Housing Development, N-land Property, Pesona Mutiara Permai Housing Development)	Likert
Price	The amount of money charged for a product or service, or the value that consumers exchange to obtain the benefits of owning or using that product	Consumer perceptions of price affordability	Price Affordability	X2.1	The prices of Bintan Taman Deli housing are affordable for the middle- and lower-income segments of the population	Likert	Kotleir dan Armstrong (2016:168)
Consumer perceptions of the balance between price and		Balance between price and value	X2.2	The price of Bintan Taman Deli housing is commensurate with the value received	Likert		
		Consumer perceptions of price versus quality	Price-quality fit	X2.3	The price of Bintan Taman Deli housing is commensurate with the desired quality of the homes	Likert	
		Consumer Perceptions of Price Competitiveness	Prices within one's means or price competitiveness	X2.4	The prices of Bintan Taman Deli housing units are commensurate with the land and building area provided	Likert	
Promotion	A company's communication efforts to introduce its products and influence consumer purchasing decisions	Consumer perceptions of advertising for the Taman Deli housing complex	Advertising	X3.1	Advertising for the Bintan Taman Deli housing complex is more appealing than advertising for other housing complexes.	Likert	Kotleir dan Armstrong dalam Irawan et al. (2021)

		Consumer perceptions of the marketing team's promotional activities	Individual sales	X3.2	Sales representatives for the Bintan Taman Deli housing complex are able to explain information about the Bintan Taman Deli housing complex using polite and easy-to-understand language	Likert	
		Consumer Perceptions of Sales Promotions for Housing Units	Sales promotions	X3.3	Bintan Taman Deli Housing Complex may offer promotions (subject to terms and conditions) such as cash back, discounts, and bonuses (air conditioners, TVs, washing machines, water purifiers, sofas, etc.)	Likert	
		Consumer Perceptions of Direct Sales of Housing Units	Direct sales	X3.4	I get information from social media, Facebook Marketplace, and brochures from Bintan Taman Deli Housing	Likert	
Consumer Decisions	Consumer actions in making a decision regarding a product to address problems encountered in meeting their needs	Consumer perceptions regarding how to address problems encountered in meeting their needs	Identifying the problem	Y1	The customer has decided to purchase a home in the Bintan Taman Deli Housing Complex, specifically Type 36	Likert	Kotleir dan Armstrong (2018:177)
		Consumer Perceptions When Seeking Information on Subsidized Housing	Seeking Information	Y2	Before making a purchase, customers seek information from housing sales offices and third-party banks (for credit purchases)	Likert	
		Consumer perceptions in making their choices	outlet selection	Y3	Before purchasing a home, customers review the type and location of the home	Likert	
				Y4	After selecting a home type, the customer will complete the purchase at a time of their choosing	Likert	
				Y5	After selecting a home location, the customer will complete the purchase at a time of their choosing	Likert	
		Consumer Perceptions Regarding the Purchase of	Product Purchases	Y6	Customers make purchases based on their needs	Likert	
				Y7	Bintan Taman Deli Housing offers the option to pay in cash or on credit	Likert	
				Y8	Bintan Taman Deli Housing offers the option to pay in cash or via digital payment (bank transfer)	Likert	

Source: Data processed by (2026)

Results And Discussion

There were 51 respondents involved in this study, consisting of 21 men and 30 women. The largest age group was 25–34 years old, with 24 respondents (47%); the next largest group was 35–44 years old, with 15 respondents (29.4%); 10 respondents (19.6%) were aged 45 and older, and 2 respondents (4%) were aged 17–24.

Validity Test Results

Validity testing of the instrument was conducted using Pearson's product-moment correlation. Table 5 shows that $r_{\text{calculate}} > r_{\text{table}}$, which is 0.276. It can be concluded that all statements in each variable are valid.

Table 5 Validity Test

Variable	Indicator	Item Code	Calculated R	Table R	Decision
Location	Ease of Access	X1.1	0.737	0.276	Valid
		X1.2	0.889	0.276	Valid
	Location Visibility	X1.3	0.891	0.276	Valid
		X1.4	0.786	0.276	Valid
	Availability of parking spaces	X1.5	0.820	0.276	Valid
	Proximity to the center of activity	X1.6	0.799	0.276	Valid
		X1.7	0.755	0.276	Valid
	Surrounding Environment	X1.8	0.813	0.276	Valid

Price	Price Affordability	X2.1	0.750	0.276	Valid
	Value for Money	X2.2	0.885	0.276	Valid
	Price-to-product-quality ratio	X2.3	0.793	0.276	Valid
	Price within budget or price competitiveness	X2.4	0.737	0.276	Valid
Promotions	Advertising	X3.1	0.733	0.276	Valid
	Individual sales	X3.2	0.787	0.276	Valid
	Sales promotions	X3.3	0.837	0.276	Valid
	Direct sales	X3.4	0.856	0.276	Valid
Purchase Decision	Identifying the problem	Y1	0.674	0.276	Valid
	Searching for information	Y2	0.709	0.276	Valid
	Outlet selection	Y3	0.815	0.276	Valid
		Y4	0.849	0.276	Valid
		Y5	0.868	0.276	Valid
	Product Purchases	Y6	0.777	0.276	Valid
		Y7	0.894	0.276	Valid
		Y8	0.866	0.276	Valid

Source: SPSS 26 analysis results (2026)

Reliability Test Results

Based on the reliability test results in Table 6 using Cronbach's alpha, all research variables had alpha values above the established minimum threshold of 0.70. These results indicate that the research instrument has good internal consistency; therefore, all questionnaire items were deemed reliable and suitable for use as a data collection tool. Although some variables had relatively high alpha values, all items were retained and met the validity test criteria.

Table 6 Reliability Test

No	Variable	Cronbach's Alpha	Results
1	Location	0,922	Reiiliiable
2	Price	0,801	Reiiliiable
3	Promotion	0,818	Reiiliiable
4	Purchasing Decision	0,924	Reiiliiable

Source: SPSS 26 analysis Results (2026)

Normality Test

A normality test was conducted to determine whether the residuals in the regression model are normally distributed. This test used the Kolmogorov-Smirnov test. The regression model is considered to satisfy the normality assumption if the significance value is greater than 0.05. Based on Table 7, the Asymp. Sig. (2-tailed) value is 0.200; therefore, it is concluded that the residuals are normally distributed, since the Asymp. Sig. (2-tailed) value of 0.200 is greater than 0.05.

Table 7: Normality Test

One-Sample Kolmogorov-Smirnov		
N	Non-standard Residual	
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	2.31856355
Most		.063
Differences		.063
		-.061
Test Statistics		.063
Asymptotic Significance (2-tailed)		.200 ^{c, d}

Source: SPSS 26 analysis Results (2026)

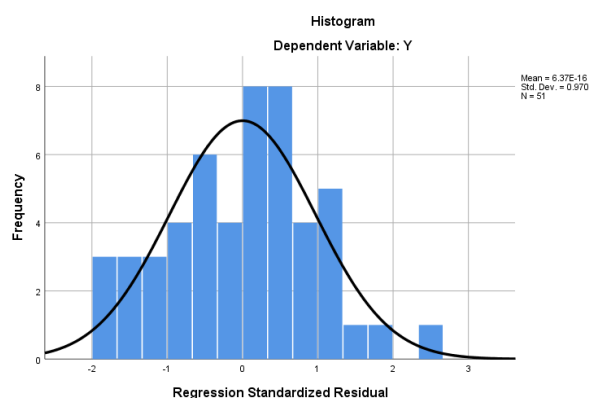


Figure 2. Residual Histogram

Source: SPSS 26 analysis Results (2026)

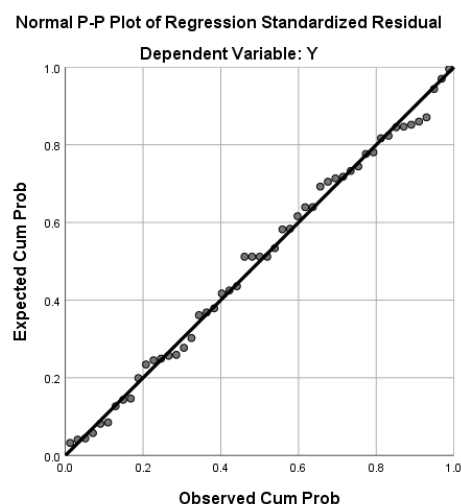


Figure 3. Normal P-P Plot

Source: SPSS 26 analysis Results (2026)

The residual histogram shows a distribution pattern that approximates a normal distribution. The Normal P-Plot shows that the residual points are scattered around the line.

These results support the conclusion that the regression model residuals satisfy the normality assumption.

Multicollinearity Test

A multicollinearity test was conducted by examining the tolerance values and the variance inflation factors. The results in Table 8 indicate that all variables have *tolerance* values > 0.10 and $VIF < 10$, so the regression model still meets the assumption that there is no serious multicollinearity. The VIF values for location (5.632) and price (5.011) are relatively high when using a threshold of $VIF < 5$; this condition indicates the presence of moderate multicollinearity. This condition can affect the stability of the regression coefficients, increase the standard error, and result in a smaller t-statistic. It can also affect the results of the partial test for the location variable.

Table 8: Multicollinearity Test

Variabel	Tolerance	VIF	Keterangan
Location (X1)	0,178	5,632	No Multicollinearity
Price (X2)	0,200	5,011	No Multicollinearity
Promotion (X3)	0,278	3,489	No Multicollinearity

Source: SPSS 26 analysis Results (2026)

Heteroscedasticity Test

Based on the chi-square test in Table 9, the p-value for the location variable's absolute residual variance is $0.416 > 0.05$, the price variance was $0.262 > 0.05$, and the promotion variance was $0.650 > 0.05$. It can be concluded that the research model does not exhibit heteroscedasticity.

Tabel 9 Heteroscedasticity Test

Model	B	Unstandardize	Standardized	t	Sig
		Coefficients	Coefficients		
		Std. Error	Beta		
Constant	1.602	1.616		.991	.327
Location	.087	.106	.280	.821	.416
Price	-.228	.201	-.365	-1.135	.262
Promotion	.074	.161	.123	.457	.650

Source: SPSS 26 analysis Results (2026)

Multiple Linear Regression Analysis

Based on Table 10, the multiple linear regression equation can be determined as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e.$$

$$Y = 7.135 + 0.148X_1 + 0.718X_2 + 0.633X_3$$

The results obtained are: 1). The constant has a value of 7.135 for the actual purchase decision score, because the condition where all independent variables are zero falls outside the measurement range of the Likert scale. 2). The location variable has value of 0.148, indicating that a one-unit increase in the location score—assuming all other variables remain constant—will increase the purchase decision score by 0.148 units. 3). The price variable has a value of 0.718, meaning that a one-unit increase in the price score—assuming all other variables remain constant—will increase the purchase decision score by 0.718. 4). The promotion variable, with a value of 0.633, indicates that a one-unit increase in the promotion score—assuming all other variables remain constant—will increase the purchase decision score by 0.633 units.

Tabel 10 Results of the Linear Regression Test

Model	B	Unstandardize	Standardized	t	Sig
		Coefficients	Coefficients		
		Std. Error	Beta		
Constant	7.135	2.793		2.555	.014
Location	.148	.184	.156	.809	.423
Price	.718	.347	.376	2.067	.044
Promotioni	.633	.278	.346	2.274	.028

Source: SPSS 26 analysis Results (2026)

Coefficient of Determination Test

These are used to determine the extent to which the variables (X1), price (X2), and promotion (X3) in explaining the variation in the dependent variable, purchase intention (Y). Table 11 shows an R-squared value of 0.689, or 68.9%. This indicates that purchasing behavior (Y) is influenced by the variables of location, price, and promotion by 68.9%, while the remaining 31.1% is influenced by other factors.

Table 11: Results of the Determination Coefficient Test

Model	R	R-Square	Adjusted R-Square	Standard Error of the Estimate
1	.830 ^a	.689	.669	2.39142

Source: SPSS 26 analysis Results (2026)

t-test

Based on the test results in Table 12, the following can be explained as follows: 1). The Location variable (X1) has a t-value of 0.809 with a significance value of 0.423. Since the significance value is greater than 0.05 ($0.423 > 0.05$), H_0 is accepted and H_1 is rejected. Location does not have a significant effect on purchasing behavior. 2). The price variable has a t-statistic of 2.067 with a significance value of 0.044. Since the significance value is less than 0.05 ($0.044 < 0.05$), H_0 is rejected and H_1 is accepted. The price variable has a positive and significant effect on purchasing behavior. 3). The t-value for the promotion variable is 2.274 with a significance value of 0.028. Since the significance value is less than 0.05 ($0.028 < 0.05$), H_0 is rejected and H_1 is accepted. The promotion variable has a significant effect on purchasing behavior.

Tabel 12 Results of the t-test

Model	B	Unstandardize	Standardized	t	Sig
		Coefficients	Coefficients		
		Std. Error	Beta		
Constant	7.135	2.793		2.555	.014
Location	.148	.184	.156	.809	.423
Price	.718	.347	.376	2.067	.044
Promotioni	.633	.278	.346	2.274	.028

Source: SPSS 26 analysis Results (2026)

F-test

The F-test was conducted to assess the suitability of the regression model in explaining the relationship between the independent and dependent variables. Based on the results of the F-test in Table 13, it can be seen that $F_{\text{calculate}}$ is 34.702, which is greater than F_{table} which is

2.80. Given a significance level of $0.000 < 0.05$, the hypothesis is accepted. The results of the F-test indicate that the regression model as a whole is significant.

Tabel 13 F Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regresion	595.370	3	198.457	34.702	.000 ^b
Reiisiidual	268.787	47	5.719		
Total	864.157	50			

Source: SPSS 26 analysis Results (2026)

Discussion

Based on the results of a study of 51 respondents who purchased homes in the Taman Deli Housing Complex, the variables of price and promotions had a positive and significant effect on purchasing decisions. Meanwhile, regarding the location variable, there was insufficient evidence to support a partial effect of location after controlling for price and promotions. The results align with the analysis of the research subjects. These findings describe the purchasing behavior of consumers in the Bintan Taman Deli Housing Complex and do not directly represent all buyers of subsidized homes in Bintan Regency.

The results of the analysis of the location variable in the partial test indicate that the location variable does not have a significant effect on purchasing behavior at the Bintan Taman Deli Housing Complex. Based on the t-test results, the significance value was 0.423, which is greater than the significance level of 0.05; therefore, the first hypothesis is rejected. The location variable does not significantly influence purchasing behavior. This lack of significance does not mean that location is unimportant to consumers. This finding may be influenced by the characteristics of the consumers, all of whom are buyers at the same location.

In addition, the results of the multicollinearity test indicate that the location variable has a relatively high Variance Inflation Factor (VIF) value, suggesting the presence of moderate multicollinearity. This condition has the potential to increase the standard error of the regression coefficients, making it more difficult to detect the partial effect of the location variable. Therefore, the lack of significance of the location variable should be interpreted with caution and should not be used as a basis for concluding that location is not a factor considered by consumers.

In the context of subsidized housing, the characteristics of subsidized housing differ from those of commercial housing; subsidized housing is built to meet the needs of low- and middle-income households at prices set by the government. The variation in the location characteristics of subsidized housing is often not as significant as that of commercial housing. This situation allows consumers to focus more on the affordability of financing rather than on differences in location characteristics.

All respondents were actual buyers who had purchased a home in the Bintan Taman Deli Housing Complex. As a result, this study does not compare the perceptions of consumers who chose other housing complexes or canceled their purchases. Therefore, the variation in perceptions regarding location is relatively limited because all respondents evaluated the same housing complex. This circumstance may affect the model's ability to detect the partial effect of the location variable on the purchase decision.

Judging by market conditions, Bintan Taman Deli Housing is one of the subsidized housing developers in Bintan Regency that has successfully sold all of its housing units. This success indicates that, in general, the housing complex's location is acceptable to consumers in the target market. In addition, the process of purchasing subsidized housing generally involves a mortgage, which allows consumers to focus more on their ability to meet the financing requirements.

Theoretically, this study is fully consistent with the views of Kotler and Keller (2016), who state that location is one of the marketing mix elements capable of increasing product value because it provides consumers with ease of access. The results of this study also differ from the research by Joko Prayogi, Indra Surya, and Nova Yesyca Naipospos (2024), who stated that location has a positive and significant influence on the decision to purchase a home. In this study, the majority of respondents chose a home based on proximity to their workplace and economic capacity, so location was not the primary factor in determining the likelihood of a home purchase.

The results of the study on the price variable indicate that price has a positive and significant effect on the intention to purchase a subsidized home at the Bintan Taman Deli Housing Complex, with a significance value of 0.044 which is less than 0.05. These results show that the more favorable consumers' perceptions of the price aspect are, the higher their tendency to decide to purchase a home. The hypothesis stating that price influences the decision to purchase a home at the Bintan Taman Deli Housing Complex is accepted. These findings indicate that price is one of the main factors consumers consider in the decision-making process for purchasing subsidized homes at the Bintan Taman Deli Housing Complex.

Price makes a unique contribution to variations in purchasing decisions, and consumers' perceptions of price affordability are significantly related to purchasing decisions. The results of this study indicate that price is a stronger predictor of purchasing decisions.

Affordability, as well as the balance between price and the benefits and quality received, are the primary considerations for consumers when making purchasing decisions. Setting competitive prices is a marketing strategy that can attract consumer interest. The results of this study support the theory of Kotler and Armstrong (2018), which states that price is the amount of value that consumers must sacrifice in order to obtain the benefits of a product. The higher consumers' perception of the fairness of the price relative to the benefits and quality received, the higher the likelihood that consumers will make a purchase. Price is an important factor that influences the demand for a product, as it affects consumers' willingness to purchase (Seiptyadi et al., 2022; Susilowati & Utari, 2022).

In the context of subsidized housing, price encompasses not only the sale price of the home but also the affordability of the down payment, the monthly installment amount, the mortgage term, closing costs, and the consumer's ability to make payments. The characteristics of subsidized housing also influence pricing variables. While commercial housing offers a wide range of prices and specifications, prices for subsidized housing are set based on government policy, so developers have relatively limited leeway in setting prices. Consumers pay more attention to the affordability of financing for subsidized housing. This indicates that the decision to purchase subsidized housing at the Bintan Taman Deli Housing Complex is heavily influenced by consumers' ability to meet the financing requirements for the purchase.

Affordability and the ease of financing options are factors that can influence purchasing decisions. Although the prices of subsidized homes are set by the government, consumers' perceptions of how easy it is to purchase a home through financing options remain a factor in their purchasing decisions.

The results of this study are consistent with the research by Elwin Frandika Sembiring and Sunargo (2022), which states that price has a positive influence on the willingness to purchase subsidized mortgage homes. The similarity in these research findings indicates that price is a key factor in determining the likelihood of purchasing

The results of the study on the promotional variable indicate that promotions have a positive and significant effect on the intention to purchase subsidized homes at the Bintan Taman Deli Housing Complex, with a significance value of 0.028 which is less than 0.05 thereby supporting the third hypothesis. The more effective the promotions carried out by the company, the greater the consumers' desire to make a purchase. Providing comprehensive

information about the homes, offering various conveniences, discounts, cashback, and gifts will encourage consumers' desire to make a purchase.

Promotions have made a unique contribution to variations in purchasing decisions, meaning that the marketing information and communications provided by developers have a significant relationship with consumers' decisions to purchase a home. An increase in consumers' perceptions of the effectiveness of promotions is followed by an increase in purchasing decisions. These findings indicate that promotions not only serve as a medium for conveying information but also enhance consumers' confidence in making purchasing decisions.

The results of this study are consistent with the theory proposed by Kotler and Armstrong (2018), which explains that promotion is a marketing communication activity aimed at informing, persuading, and reminding consumers about a product. Effective promotion of a product can increase consumer interest in making a purchase. In the context of real estate marketing, promotion plays a broader role because it not only introduces the product but also provides details on the home's specifications, legal status, available amenities, and financing options through a mortgage.

In the current market conditions, the Bintan Taman Deli Housing Complex operates amid competition with several other developers of subsidized housing on Jalan Musi at km 19. Promotions are one strategy developers can use to introduce housing units, highlight the advantages of each unit, and provide information on how to easily acquire a home through government subsidy programs. Although all housing units at Bintan Taman Deli Housing Complex have been sold out, this success is closely tied to the importance of promotional strategies in attracting the attention of prospective buyers during the marketing process.

Based on the values of the standardized beta coefficients, the price variable has the highest beta value compared to the location and promotion variables. These results indicate that, in this research model, price is the variable with the greatest relative influence on home purchase decisions at the Bintan Taman Deli Housing Complex. This finding indicates that changes in consumer perceptions regarding price have a greater impact on purchasing decisions than the other independent variables analyzed in this study. This finding applies specifically to the Bintan Taman Deli Housing Complex and cannot be generalized as the sole factor determining the decision to purchase subsidized housing.

Based on the results of the statistical analysis, it can be concluded that the research instruments met the criteria for validity and reliability. The regression model also meets the classical assumption, namely normal distribution, no multicollinearity, and no heteroscedasticity. The results of the regression analysis indicate that price and promotions are factors that have a positive and significant effect on the willingness to purchase subsidized homes at the Bintan Taman Deli Housing Complex. Conversely, location has a positive but insignificant effect.

The R-squared value (R^2) of 0.689 indicates that the three variables can explain 68% of the variation in home purchase decisions, while the remaining 31.1% is influenced by other factors not examined in this study. The results of this study indicate that the success of subsidized housing sales at the Bintan Taman Deli Housing Complex is the result of a combination of complementary marketing factors. Although location alone did not have a significant effect, it still demonstrated its contribution when analyzed in conjunction with price and promotion.

The results of this study support the concept of the marketing mix proposed by Kotler and Keller (2016), which states that marketing success is influenced by the synergy of various marketing elements. In this study, price and promotion emerged as dominant factors, while location served as a supporting factor that strengthened consumer purchasing intent when combined with the other factors.

Conclusion

Based on the results of the analysis conducted, it can be concluded that price and promotion have a positive and significant effect on the intention to purchase subsidized homes in the Bintan Taman Deili Housing Complex developed by PT Cahaya Anugrah Ramadhan, while location does not have a significant effect on the intention to purchase. Simultaneously, the variables of location, price, and promotion were found to have a significant effect on purchase intention, explaining 68.9% of the variation in purchase intention, while the remainder is influenced by other factors outside the scope of this study. Thus, the results support Hypothesis 2 (H2) and Hypothesis 3 (H3), while Hypothesis 1 (H1) is rejected.

The results of this study suggest that the marketing mix theory specifically, pricing and promotion remains relevant. The research results also indicate that the influence of location can vary depending on the region and market conditions, so not all components of the marketing mix have the same level of influence in every study.

In practical terms, the results of this study indicate that PT Cahaya Anugrah Ramadhan needs to focus its marketing strategy on competitive pricing and effective promotional activities, as these two factors have been proven to make a tangible contribution to increasing consumer purchasing intent. Although location has not yet had a significant impact, the company still needs to pay attention to the quality of the housing environment such as accessibility and supporting facilities so that the homes remain competitive in the subsidized housing industry.

Suggestions

Although location did not show a significant partial effect, PT Cahaya Anugrah Ramadhan needs to provide more comprehensive information to prospective customers. This information should include a location map, road access, road conditions, and public facilities in the surrounding area. Site visits can also be arranged so that prospective customers can see the location firsthand before making a decision. PT Cahaya Anugrah Ramadhan needs to consider the pricing aspect in its marketing strategy, as it has been proven to have a positive and significant influence on purchasing decisions. PT Cahaya Anugrah Ramadhan is advised to provide pricing information in a transparent and easy-to-understand manner—not only regarding the selling price of the homes but also the down payment, estimated monthly installments, mortgage term, closing costs, and any additional fees that may arise during the purchasing process. This information can help prospective customers understand the financing options before making a decision to purchase a home at in the Bintan Taman Deli Housing Complex. PT Cahaya Anugrah Ramadhan is also advised to strengthen its promotional efforts through both in-person and digital communication channels. A personal selling strategy can be implemented by assisting prospective buyers throughout the consultation process, unit selection, document preparation, and mortgage application. Similarly, WhatsApp Business can be optimized as a tool for conveying information to prospective buyers.

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