

# Analysis of the Effect of Marketing Mix on Purchasing Decisions on the Trans Park Cibubur Apartment

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**Abstract:-** This study aims to test and analyze the effect of the marketing mix on consumer purchasing decisions of Trans Park Cibubur apartments, which are tested through 4 (places) variables as follows: Products, Prices, Places and Promotions. The data used is the result of distributing questionnaires directly conducted in March 2019 to consumers of the Trans Park Cibubur apartment. The sampling method used is purposive sampling where there are several specific criteria set by the researcher. The sample is 286 people who meet the research criteria. The data analysis technique uses path analysis with the help of SPSS 24.0 software. The results of the study indicate that there are positive and significant influences on Products, Prices, Places and Promotions on purchasing decisions. The conclusion in this study is that the marketing mix strategy consisting of products, prices, locations and promotions has a significant influence on the decision to purchase an apartment in Trans Park Cibubur. Thus it can be concluded that all the independent variables in this study jointly (simultaneously) affect the decision to purchase Trans Park Cibubur Apartments.

**Keywords:-** Product, Price, Place, Promotion, and Purchase Decision.

## I. INTRODUCTION

Meeting the needs of housing or boarding is an important aspect considering the vital function of the house as a place to live, while in other cases, the amount of available land is limited so that the supply of these needs is also limited, causing the price of these needs to be unaffordable. As one of the major cities in Indonesia, Jakarta is a destination of many tourists or people who want to trying to find their luck in the city. This situation will certainly affect the demand for housing products in areas around Jakarta.

The government in this case opens the widest opportunity for citizens and private companies to take part in the provision of housing and settlement products. These opportunities are put to good use by developers who focus on selling products in the form of apartments. Competition in this business is very complex, so a mature strategy is needed in marketing this apartment product. Property agents are of the opinion that the number of apartment units is already in over

supply, meaning that today, many apartment units are still offered to the public. Location and price still be main consideration, though there are still many other things that can be taken into consideration, namely facilities in the apartment, the size of the unit, as well as property agents that regulate residents in the apartment.

At a time when the average national housing prices showed a slowdown, as illustrated by Rumah.com through the Property Index for the property market in DKI Jakarta continued to show a solid trend throughout 2016 as quoted in the Rumah.com site in Figure 1 below.



Fig. 1:- Indonesia's RPI Price Index for the 2015 to 2016 quarter

Source: <https://www.rumah.com/beritaproperti/2017/3/149663/q4-2016-pertumbuhan-ekonomi-jakarta-solid-harga-properti-naik>

When viewed in terms of the number of properties currently continues to increase from year to year. The growth is far more significant compared to property growth in the previous year, namely before 2016. In the past year there has been a significant supply fluctuation. This can be seen from Figure 2 below:

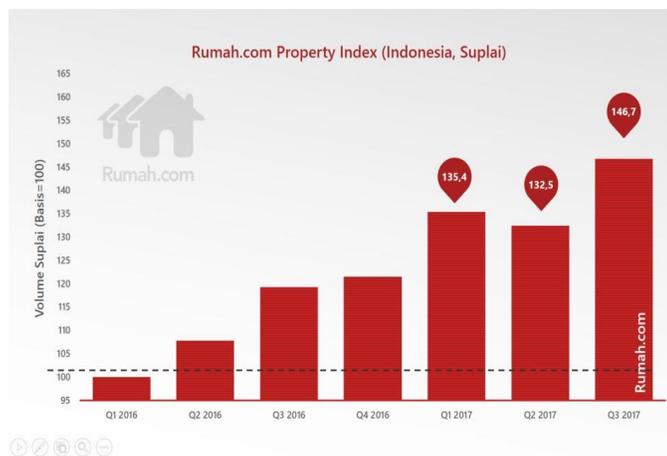


Fig. 2:- Indonesia's RPI Price Index for the 2016 to 2017 period

Source: <https://www.rumah.com/berita-properti/2018/2/162933/rumah-com-property-outlook-2018-pasar-bergerak-positif>

From Figure 2 it can be seen that supply fluctuations occur every quarter in 2016 to 2017. The index shows slight fluctuations where in Q1 recorded an increase of 11.4% (q-o-q), then decreased by 2.1% in Q2 2017 (q-o-q). On Q3 2017 supplies recovered and increased by 10.7% (q-o-q). On a year-on-year basis, the increase in Q3 2017 reached 23%. This increase in property supply indicates that sellers are more confident with the property market situation in Q3.

Economic problems that tend to be unstable, causing an economic crisis in Indonesia. The price of raw materials continues to rise, raising the selling price for apartments which is a necessity for every citizen. This condition is a polemic that must be faced by development companies that face conditions where people's purchasing power tends to fall and intense competition and demands for loan interest payments if the company's business capital comes from bank loans. The problem that causes this to happen is because there are situations where in a particular month a large or small purchase occurs. This is also due to the fact that in mid-2018 there were already many apartment developers who set up their apartments in areas near Cibubur such as in Bekasi and Depok.

To attract consumers' interest in purchasing apartments, efforts are being made to improve more effective solution to marketing mix system. Effective marketing in its application is not only how to increase sales volume, but also observes how consumers behave and meet consumer needs through observing kind of types and prices of consumer desires. PT Trans Property as one of the developers of the Trans Park Cibubur apartment provider in Cibubur, is certainly very concerned about the marketing mix system of the marketing concept for the apartment that they were builded. In the face of market competition, within one year PT Trans Property is able to sell 1 unit of apartment tower. This is so interesting to

analyze the marketing mix strategy that used. Based on the background of the problem above, Therefore the writer chose the following title "Analysis of the Effect of Marketing Mix on Purchasing Decisions on the Trans Park Cibubur Apartment".

## II. LITERATURE REVIEWS

### A. Product

According to Tjiptono (2014:42), a product is a form of service organization offering aimed at achieving organizational goals through satisfying customer needs and desires. In this context, the product can be anything (whether physical or not) that can be offered to potential customers to meet certain needs and desires. While Lupiyoadi (2013:92-93) states that a product is an overall concept of object or process that gives a number of values to consumers, consumers not only buy the physical of the product but buy the benefits and value of the product. Then Kotler and Armstrong (2014:230) said that the grouping of product attributes to three important elements namely product quality, product features and product design.

### B. Price

According to Kotler and Armstrong (2014:319), in the price variable there are several main price activity elements which include price levels, discounts, price discounts, payment periods and credit terms. Tjiptono (2014:42) believes that the price mix decision is acceptable due to strategic and tactic policies, such as price levels, discount structures, payment terms, and levels of price discrimination among various customer groups. In general, these aspects are similar to those commonly found by marketers of goods. Then Lupiyoadi (2013:95) added that the pricing strategy is very significant in giving value to consumers and influencing the product image, and the consumer's decision to buy. Pricing is also related to income and also influences the demand for marketing channels. Decisions in pricing must be consistent with the overall marketing strategy.

### C. Place

According to Lupiyoadi (2013:96), location (related to the delivery system) in services is a combination of location and decision on distribution channels. This relates to how to deliver services to consumers and where the strategic location. Location means related to where the company must be headquartered and carry out its operations or activities. Then Tjiptono (2014:43), added that distribution decisions involve ease of access to services for potential customers. These decisions include physical location decisions, decisions regarding the use of intermediaries to improve the accessibility of services for customers, and non-location decisions that are determined for service availability.

Meanwhile, according to Saladin (1999:127) explains the distribution channel has a role in providing benefits for producers, from an economic standpoint, the basic role of

marketing intermediaries is to change the form of heterogeneous supply into various goods and services desired by the community. Tjiptono (2000:41-42). adding that in determining location, access and visibility are factors that must be considered. Access is related to the ease of reaching the location, while visibility is the location can be seen clearly from the edge of the road.

**D. Promotion**

According to Tjiptono (2014: 42), the traditional promotion mix includes various methods for communicating service benefits to potential and actual customers. These methods consist of advertising, sales promotion, direct marketing, personal selling, and public relations. Although the outline of the promotion mix for goods and services is the same, service promotion often requires a certain emphasis on efforts to increase the visibility of services. Meanwhile, according to Lupiyoadi (2013: 97), things that need to be considered in the promotion is the selection of a promotional mix which consists of, advertising, individual sales, sales promotions, public relations, information by word of mouth, and direct mail.

**E. Purchase Decision**

Purchases are consumers' decisions about what is bought, whether to buy or not, when to buy, where to buy, and how to pay for it "(Sumarwan, 2003: 310). Furthermore Sumarwan (2003: 289) defines "consumer decision as a decision as ownership of an action from two or more alternative choices". Purchase decisions are actions taken by consumers because of the impulse or perceived motives that cause interest or encouragement to meet needs.

According to Kotler and Armstrong (2001: 226), states that purchase decision is the stage in the decision making process of buyers where consumers actually buy. Purchase decision making is an individual activity that is directly involved in obtaining and using the goods offered. The purchase decision process model consists of five stages, namely: introduction of needs, information seeking, alternative evaluation, purchasing decisions, post-purchase behavior (Kotler and Keller, 2009: 208). Then Kotler and Armstrong (2008: 159-160) add that the factors that influence consumer behavior are cultural factors, social factors, personal factors, and psychological factors. Whereas based on the level of buyer involvement and the level of brand difference, namely complex buying behavior, dissonance reducing buying behavior, buying behavior due to habits, and variety seeking buying behavior. (Kotler, 2005: 221).

**F. Toretical Framework**

The theoretical framework in this research is as follows:

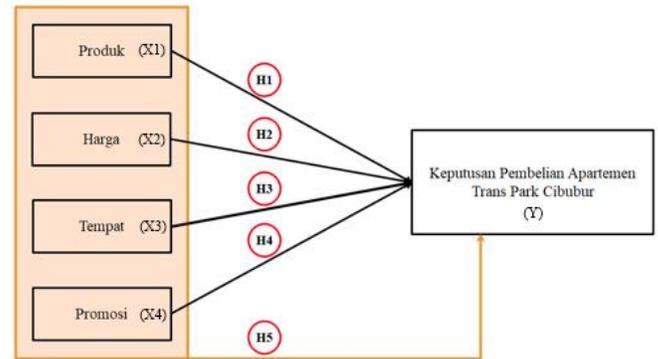


Fig. 3:- Theoretical Framework  
Source: Theoretical Reviews

**G. Hypothesis**

Based on the theoretical framework that has been proposed, the hypotheses for this research are as follows:

- 1) Product (X2) partially significantly influences the purchase decision (Y) of Trans Park Cibubur Apartment.
- 2) Price (X2) partially influences significantly the purchase decision (Y) of Trans Park Cibubur Apartment.
- 3) Place (X3) partially has a significant effect on the purchase decision (Y) of the Trans Park Cibubur Apartment.
- 4) Promotion (X4) partially has a significant effect on the purchase decision (Y) of Trans Park Cibubur Apartment.
- 5) Product (X2), price (X2), place (X3) and promotion (X4) simultaneously has a significant effect on the decision to buy an apartment (Y) Trans Park Cibubur.

**III. METHODELOGY**

The research design used in this paper is to see how much influence the marketing mix has on purchasing decisions, which consists of 4 sub-variables namely: Product (X1), Price (X2), Place (X3), and Promotion (X4). This research is conclusive, causal research type. In addition, this research method is a quantitative method using a survey method conducted through the distribution of questionnaires to Trans Park Cibubur apartment users in relation to their decision to buy the apartment unit.

The population in this research are customers or consumers who bought Trans Park Cibubur apartment offered by the company PT Trans Property is equal to 1000 consumers. The sampling technique used the Slovin formula to obtain 286 respondents.

**IV. RESULT**

*A. Validity and Reliability*

Research data for testing the validity and reliability were conducted on 286 people. From the results of testing the

validity of the study obtained R table or critical value of 0.05 (two-tail) of 0.361. From the results of the research findings obtained for each item the greater R count value (>) r table 0.361, which means that the questionnaire statement items declared valid to measure the research variables.

No.	X <sub>1</sub>	Result	X <sub>2</sub>	Result	X <sub>3</sub>	Result	X <sub>4</sub>	Result	Y	Result
1	.876	Valid	.824	Valid	.806	Valid	.844	Valid	.862	Valid
2	.844	Valid	.860	Valid	.771	Valid	.816	Valid	.704	Valid
3	.740	Valid	.841	Valid	.824	Valid	.795	Valid	.861	Valid
4	.841	Valid	.739	Valid	.742	Valid	.738	Valid	.794	Valid
5	.888	Valid	.770	Valid	.796	Valid	.802	Valid	.830	Valid
6	.857	Valid	.803	Valid	.842	Valid	.776	Valid	.842	Valid
7	.727	Valid	.823	Valid	.832	Valid	.779	Valid	.815	Valid
8	.823	Valid	.911	Valid	.848	Valid	.763	Valid	.817	Valid
9	.924	Valid	.802	Valid	.766	Valid	.827	Valid	.814	Valid

Table 1:- Result of Validity Test  
Source: Analysis Result with SPSS version 24

The results of the research reliability test prove that each research variable produces a Cronbach's alpha value greater than (>) 0.7 which means that the questionnaire statement data is reliable or consistent in answering each indicator on each research variable.

Variables	Nilai Cronbach's Alpha	Information
Product	0.946	Reliable
Price	0.939	Reliable
Place	0.931	Reliable
Promotion	0.925	Reliable
Purchase Decisions	0.935	Reliable

Table 2:- Result of Reliability Test  
Source: Analysis Result with SPSS version 24

*B. Classic Assumption Test*

➤ *Normality Test*

The normality test of this research uses the Kolmogorov-Smirnov Test formula to assess deviations from a particular distribution with the normal distribution (Singh, 2007: 101). From the test results using the Kolmogorov-Smirnov Test, it is known that the acquisition of the data normality test results for the product variables obtained by the Sig. 0.200 > 0.05, which indicates that the data is normally distributed. The results of the Kolmogorov-Smirnov Test can be seen in Table 3 below.

Tests of Normality						
	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Product	.047	286	.200*	.987	286	.012
Price	.051	286	.070	.977	286	.000
Place	.050	286	.084	.988	286	.014
Promotion	.047	286	.200*	.985	286	.005
Purchase Decisions of Trans Park Cibubur Apartment	.051	286	.071	.986	286	.007

Table 3:- Kolmogorov-Smirnov Test  
Source: Analysis Result with SPSS version 24

➤ *Multicollinearity Test*

The results of multicollinearity test in this study indicate that the value of Tolerance > 0.1 and VIF value < 10, this means the research does not matter multi-color data.

Variables	Collinearity	Result		
Product	Tolerance	0.243	>	0.1
	VIF	4.118	<	10
Price	Tolerance	0.229	>	0.1
	VIF	4.362	<	10
Place	Tolerance	0.397	>	0.1
	VIF	2.522	<	10
Promotion	Tolerance	0.225	>	0.1
	VIF	4.435	<	10

Table 4:- Result of Multicollinearity Test  
Source: Analysis Result with SPSS version 24

➤ *Heteroscedasticity Test*

Heteroscedasticity test results show that the scatterplot chart of the purchase decision above, it is known that the distribution of wavy research data spreads above and below zero on the Y axis, then there is no heteroscedasticity or in other words the results of the research show the occurrence of homoscedasticity. Then from the results of the distribution of points in the scatterplot image shows there is no result of the distribution of data in the form of points that exceed the number -3 until 3, thus it can be interpreted that the distribution of research data does not have outliers or data that do not have values far from the general value.

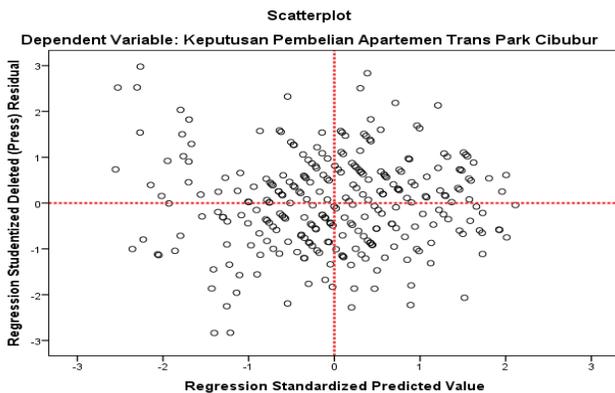


Fig 4:- Heteroscedasticity Test by Scatterplot  
Source: Analysis Result with SPSS version 24

*C. Hypothesis Test*

From the results of hypothesis testing using multiple linear regression analysis, it is known that the regression equation in this research is as follows:

$$Y = 5.630 + 0.201 (X_1) + 0.187 (X_2) + 0.281 (X_3) + 0.165 (X_4)$$

- 1) Based on the results of the partial test shows that the product variable partially has a significant effect on the purchase decision of Trans Park Cibubur Apartment, as evidenced by the results of the tcount of 4.747 and Sig. 0.000 < 0.05. Thus H1 is accepted.
- 2) Based on the results of the partial test shows that the price variable partially has a significant effect on the purchase decision of Trans Park Cibubur Apartment with the acquisition of the t value of 3.978 and Sig. 0.000 < 0.05. Thus H2 was received.
- 3) Based on the results of the partial test shows that the place variable partially has a significant effect on the purchase decision of Trans Park Cibubur Apartment, the value of t is 6.851 and Sig. 0,000. Thus H3 received.
- 4) Based on the partial test results show that the promotion variable partially has a significant effect on the purchase decision of Trans Park Cibubur Apartment, the value of t count is 3,082 and Sig. 0.002 < 0.05. Thus H4 is received.
- 5) Based on the results of the simultaneous test (ANOVA) it is known that the results of the simultaneous hypothesis test are the product, price, place, promotion simultaneously have a significant effect on the purchase decision of Trans Park Cibubur Apartment, this is evidenced from the acquisition of F statistical results (ANOVA): 252,049 and Sig. 0.000 < 0.05. Thus, it can be interpreted that the H5 hypothesis is supported and accepted.

The coefficient of determination obtained for amount percentage of the decision to purchase Trans Park Cibubur Apartment, after being influenced by product variables, price, place, promotion obtained Adjusted R Square value: 0.779 or 77.9% and the remaining 100% - 77.9% = 22.1% determined by other factors not examined such as environmental variables, payment systems, and the company image of the developer.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	5.630	.976		5.770	.000
	Product	.201	.042	.268	4.747	.000
	Price	.187	.047	.231	3.978	.000
	Place	.281	.041	.303	6.851	.000
	Promotion	.165	.053	.181	3.082	.002
<b>Result of Adjusted R Square: 0,779 or 77,9%</b>						
<b>Result of F Statistic (ANOVA): 252,049 and Sig. 0,000</b>						

Table 5:- Result of Hypothesis Test  
Source: Analysis Result with SPSS version 24

#### D. Correlation Among Dimensions

Correlation analysis is a statistical analysis that measures the degree of relationship involving more than one

independent variable ( $X_1, X_2, X_3, X_4$ ) and one dependent variable ( $Y$ ). Correlations between dimensions are shown in Table 6 below.

			Introduction Needs	Information Search	Alternative Evaluation
Variables	Code	Dimensions	$Y_{1.1}$	$Y_{1.2}$	$Y_{1.3}$
Product	$X_{1.1}$	Impression of Quality	.321**	.543**	.648**
	$X_{1.2}$	Design	.373**	.816**	.616**
	$X_{1.3}$	Feature	.438**	.584**	.567**
Price	$X_{2.1}$	Price Suitability and Benefits	.559**	.698**	.766**
	$X_{2.2}$	Price Suitability and Quality	.496**	.550**	.616**
	$X_{2.3}$	Price Suitability and Goals	.474**	.577**	.648**
Place	$X_{3.1}$	Accessibility	.453**	.503**	.737**
	$X_{3.2}$	Visibility	.670**	.488**	.546**
	$X_{3.3}$	Achievement	.579**	.468**	.545**
Promotion	$X_{4.1}$	Advertising	.338**	.651**	.703**
	$X_{4.2}$	Personal Selling	.478**	.565**	.555**
	$X_{4.3}$	Sales Promotion	.391**	.529**	.486**

Table 6:- Correlation Among Dimensions  
Source: Analysis Result with SPSS version 24

From the table above we get the results of correlation testing between dimensions, using the Pearson correlations formula, the research findings can be described as follows:

- 1) The results showed that the product correlated significantly with the purchase decision, where the dimensions of the product variables that correlated very strongly and significantly were the design of the Trans Park Cibubur Apartment with the information search dimension, obtained a correlation value (R count) of 0.816 \*\*.
- 2) Price is significantly correlated with the purchase decision of Trans Park Cibubur Apartment, where the dimensions of price suitability and benefits have a strong correlation with alternative evaluation dimensions of the purchase decision variable, a correlation value (R count) of 0.766 \*\* is obtained.
- 3) Place or location has a significant correlation with the purchase decision of Trans Park Cibubur Apartment, where the accessibility dimension of the location / location variable is strongly and significantly correlated with the purchase decision, a correlation value (R count) of 0.737 \*\* is obtained.
- 4) Promotion has a significant correlation with the purchase decision of Trans Park Cibubur Apartment, where the advertising dimension of the promotion variable is strongly and significantly correlated with the purchase decision, a correlation value (R count) of 0.703 \*\* is obtained.

## V. CONCLUSION AND SUGGESTIONS

### A. Conclusion

Referring to the acquisition of research data from the results of hypothesis testing and research discussion, the results of the research conclusions are as follows:

- 1) Individual products have a significant positive effect on Trans Park Cibubur Apartment Purchase Decisions. Increasing the quality of the product will increase consumer purchasing decisions at the Trans Park Cibubur Apartment. This can be seen from the results of the highest correlation between the dimensions of the design with the information search dimension.
- 2) Individual prices have a significant positive effect on Trans Park Cibubur Apartment Purchase Decisions. The determination of the price of Trans Park Cibubur Apartment that is affordable for consumers' income becomes the consideration of consumers to decide on a purchase. This can be seen from the results of the highest correlation between the dimensions of Price suitability and benefits with an alternative evaluation dimension.
- 3) Place or location individually has a significant positive effect on Trans Park Cibubur Apartment Purchasing decisions. Strategic location is considered by consumers in deciding to purchase Trans Park Cibubur Apartment. The more strategic location of the Trans Park Cibubur Apartment will increase the purchase of Trans Park Cibubur Apartment. This can be seen from the results of the highest correlation between the dimensions of accessibility with alternative evaluation dimensions.
- 4) Individual promotion has a significant positive effect on Trans Park Cibubur Apartment Purchase decisions. More intensive the promotion, the higher awareness of

consumers in the Trans Park Cibubur Apartment, which in turn has an impact on the Trans Park Cibubur Apartment Purchase decision. This can be seen from the results of the highest correlation between the dimensions of advertising with an alternative evaluation dimension.

- 5) Product, price, place / location, promotion together (simultaneous) significantly influence the Trans Park Cibubur Apartment Purchase decision. This means that the product, price, place / location, promotion are the variables that very important for consumers to decide on the purchase of the Trans Park Cibubur Apartment.

### B. Suggestions

Based on results of hypothesis testing, correlation test between dimensions, and results of the research conclusions, the authors suggest research as follows:

- 1) The product partially has a significant effect on the Trans Park Cibubur Apartment purchase decision. Nevertheless, there is still a need to improve the product variables in order to improve consumer purchasing decisions at the Trans Park Cibubur Apartment, as follows:

a) Quality impressions must be improved because this is highly correlated with alternative evaluations ( $X_{1.1} \rightarrow Y_{1.3}$ ), such as good product quality must be consistently used continuously, then the product quality must be as expected by consumers, and maintain the reputation of the product so that consumers not disappointed, so consumers are interested in deciding to buy Trans Park Cibubur Apartment.

b) The design must be maintained because this is highly correlated with information retrieval ( $X_{1.2} \rightarrow Y_{1.2}$ ), such as maintaining good interior design, the design of the room is in accordance with the trendy conditions according to consumer expectations because the design of the good room is indeed what is being sought by consumers to decide on the purchase of the Trans Park Cibubur Apartment.

c) Features should be improved because this is highly correlated with information retrieval ( $X_{1.3} \rightarrow Y_{1.2}$ ), such as swimming pools, playgrounds, sports facilities, mini markets, car parks made according to conditions because these indicators are sought by consumers to meet their needs in the Apartment, which in turn becomes the consideration of consumers to decide on a purchase.

- 2) The price partially has become a significant effect on the Trans Park Cibubur Apartment purchase decision. Nevertheless, there is still a need to improve the price variable in order to improve consumer purchasing decisions at the Trans Park Cibubur Apartment, as follows:

a) The suitability of prices with benefits must be improved because this is highly correlated with alternative evaluations ( $X_{2.1} \rightarrow Y_{1.3}$ ), such as determining rental prices and selling prices of apartments that are competitive and affordable with consumer income will influence the attitudes and behavior of consumers to decide on a purchase, plus again the price offered is in accordance with

the perceived benefits and the price of the Apartment according to the value of the product.

b) Price conformity with quality must be maintained because this is highly correlated with alternative evaluations ( $X_{2.2} \rightarrow Y_{1.3}$ ), such as apartment prices according to perceived quality, offered prices according to consumer needs, and prices according to consumer desires so that this affordable price must be maintained because it can influence consumer purchasing decisions.

c) Price conformity with objectives must be improved because this is highly correlated with alternative evaluations ( $X_{2.3} \rightarrow Y_{1.3}$ ), such as product prices in line with the goal of being more competitive with competitors, and Apartment prices provide distinct advantages for consumers because prices are still affordable so consumers decide to buy the Trans Park Cibubur Apartment.

- 3) Place / location partially influences significantly on Trans Park Cibubur Apartment purchase decision. Nevertheless, there is still a need to improve the place / location variable in order to improve consumer purchasing decisions at the Trans Park Cibubur Apartment, as follows:

a) Accessibility must be maintained because this is highly correlated with alternative evaluations ( $X_{3.1} \rightarrow Y_{1.3}$ ), such as access to an easy-to-reach apartment, plus adequate public facilities, and the broad scope of the apartment makes consumers consider make decision of purchases.

b) Visibility must be maintained because this is highly correlated with the introduction of needs ( $X_{3.2} \rightarrow Y_{1.1}$ ), such as the Trans Park Cibubur Apartment supported by Government-owned supporting facilities, the strategic location of the Apartment makes it easy to find, so this is a separate assessment for consumers to decide on the purchase of Apartments.

c) Achievement must be improved because this is highly correlated with the introduction of needs ( $X_{3.3} \rightarrow Y_{1.1}$ ), such as the availability of many transportation options to get to the apartment, plus the availability of affordable toll road access, and Trans Park Cibubur Apartment through a lot of public transportation so that consumers interested in purchase an apartment.

- 4) Promotion partially has a significant effect on Trans Park Cibubur Apartment purchase decision. Nevertheless, there is still a need to improve the promotion variables in order to improve consumer purchasing decisions at the Trans Park Cibubur Apartment, as follows:

a) Advertising must be improved because this is highly correlated with alternative evaluations ( $X_{4.1} \rightarrow Y_{1.3}$ ), such as marketing managers actively broadcasting advertisements about Apartments, placing advertisements on the internet to be more easily known to a broad audience, and placing advertisements on Billboards to generate consumer awareness and attract the attention of consumers so these would affects to decision of purchasing an apartment .

b) Personal selling must be improved because this is highly correlated with information retrieval ( $X_{4.2} \rightarrow Y_{1.2}$ ), such as participating in exhibitions (trade shows), presentations

- made by the marketing team, and interacted communication on social media with consumers so these indicators which influences the decision of purchasing an Apartment.
- c) Sales promotion must be increased because this is highly correlated with information retrieval ( $X_{4.3} \rightarrow Y_{1.2}$ ), such as apartment sales discounts, organizing events conducted by the company, and giving gifts directly to consumers is one of the attractive marketing strategies to influence consumer purchasing decisions on Apartments.
- 5) In order to meet the expectation there has few suggestions that need to be made by the company or management of Trans Park Cibubur Apartment, are as follows:
- a) Trans Park Cibubur Apartment marketing Management is more optimal in increasing efforts to meet consumers needs such as offering Trans Park Cibubur Apartment products as expected by consumers, ranging from room design, affordable prices, strategic locations, and other facilities.
- b) Trans Park Cibubur Apartment Marketing Management needs to maintain product prices that are more competitive with competitors in order to attract more apartment purchases.
- c) Marketing Management of Trans Park Cibubur Apartment must convey more detailed information about Trans Park Cibubur Apartment products, ranging from features such as playground facilities, swimming pools, restaurants, mini markets, large car and motorcycle parking spaces, so that these indicators become power attract consumers to decide on a purchase.
- 6) There also has suggestions that need to be made by further researchers are as follows:
- a) A review of other variables is needed to be another factor in determining a purchasing decision. These variables can be explored by looking for other references in previous studies that affect purchasing decisions.
- b) This research was conducted in a short period of time, so that further research is needed for a broader depiction of objects.

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