

# The Relationship of the 4P Model to Purchasing Decisions: Evidence on Residential Property

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## Abstract

This paper explores the application of the 4P model (product, price, place, promotion) in analyzing the factors that influence house purchasing decisions in the Anging Mammiri Residence housing complex, Makassar City. Through quantitative research with a descriptive approach and collecting primary data through questionnaires, validity and reliability tests were carried out on these variables to ensure the robustness of the variables and the formation of a linear relationship between the variables. The population in this research is the number of consumers who have bought a house at Anging Mammiri Residence, Makassar City from 2016 to 2022. In this research, the sample was taken using the Census Sampling technique where the researcher took the entire sample or part of that number. Questionnaires were distributed to all home buyers totaling 131 respondents. However, at the data processing stage, 61 respondents did not return the questionnaire. So, the number of samples used was 70 respondents. The research results found that product, price, location and promotion had a significant and positive influence on the decision to purchase a house at Anging Mammiri Residence, Makassar City. This research contributes to understanding the elements of the marketing mix and analyzes the 4P model in shaping consumer decisions and its implications for the property market. Apart from that, it contributes to the government as a source of literature in formulating appropriate policies and in building infrastructure and regional development such as roads and other public facilities.

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## Article history

Received 2024-05-26

Revised 2024-07-05

Accepted 2024-07-16

## Keywords

Model 4P

Purchasing Decisions

Residential Property

## JEL Classification\*:

D23, P14, P26

## **Introduction**

During 2023, the global property sector has not shown any signs of recovery. At least it can be seen from the development of global property prices, which did not experience significant growth. Sunarsip (2024) confirms that the low growth of global property prices reflects low demand, which is influenced by the performance of the global economy which has not experienced significant growth. On the other hand, there are backward linkages in the property sector with other economic sectors, mostly manufacturing. The unfavourable condition of the global property sector has not affected the performance of the property sector in Indonesia (Khoirudin, Vebriana, & Abdulkarim, 2022). This is because the property market is not yet connected to the global property market (Sunarsip, 2024). According to a report from Metland (2023), This means that the Indonesian property market is still "traditional" by not involving financial instruments that are global-wide. In addition, the absence of relations between Indonesian property corporations and offshore corporations makes the financial crisis that has occurred abroad so far have no impact on property corporations in Indonesia.

In line with this, when viewed from the expenditure side of GDP where household consumption for housing and building investment still experienced limited growth (Rhamadanty, 2024). The performance of the property sector is still limited as reflected in the growth of real prices in both residential and commercial properties (Abasimi, Aulia, & Khasanah, 2023). Based on the Indonesia Construction Market Report, the segments within the Indonesian development advertise are commercial development, mechanical development, framework development, vitality and utility development, organization development, and private development. The infrastructure construction sector accounts for the highest market share in 2023, while in residential construction for the forecast to 2027, the government plans to build five million housing units to fulfil housing needs (Mordor Intelligence, 2023).

Development in Indonesia is accelerating towards the take-off era (Purwaningsih, 2021). As a result, development in the economic sector has undergone tremendous changes and increased the country's per capita income (Arsyad, 2014). Thus, it indirectly encourages the improvement of community welfare through the fulfilment of diverse needs. One of the basic needs is a house as a place to live, even as a means of investment. Maslow's Hierarchy of Needs shows that home ownership is a basic physiological need to the highest self-actualization need. Pinjaman & Kogid (2020) and Igamo, et al. (2023) added that various dynamics influence home purchases, but for economically capable people, home purchases aim to generate wealth.

The property business plays a major role in economic growth (Susilo, 2023). Therefore, the government's effort to fulfil housing needs as a form of responding to the high population growth is to provide decent housing facilities (Taupiqqurrahman & Pratiwi, 2021). This effort certainly requires cooperation between the government and the private sector, which in this case is referred to as a property developer (Shvydenko, Axenov, Vinogradova, & Seferyan, 2020). With the need for housing greater than the existing housing stock, it is an opportunity for housing developers to meet consumer needs.

Within the period of mechanical insurgency 4.0, it is seen that genuine domain development is growing quickly in conjunction with the high demand for genuine bequest in different sorts. Genuine bequest designers are critical on-screen characters within the genuine bequest industry commerce cycle. As a major city in Indonesia, Rijal & Tahir (2022) Makassar City is a destination for people who want to urbanize. One of the largest property developers in South Sulawesi is PT Nusa Sembada Bangun Indo known as PT IMB Group, which was established in 1994. The property products developed are in the form of several housing estates with various types marketed through IMB Property. As a developer of Anging Mammiri Residence, IMB Property does not only produce but also tries to attract consumers to the products offered. Thus, it is necessary to understand the behaviour and attitudes of potential consumers in choosing and buying housing.

When it comes to lodging, purchasing a home for a customer can be a complex decision-making activity. Kaya, Ozdemir, & Dal (2020), found that young people in Türkiye prioritize the facilities obtained from purchasing a house. Apart from that, apart from the 4P model, the availability of land for parking is also a separate consideration. On the other hand, Jintao, Dengkai, Tingxui, & Samikon (2021) it is stated that the 4P model is a factor that influences financial consumption in households in Malaysia. One of the most important considerations in making this purchasing decision is the calculation of the promotional mix of the lodging development company. Location, facilities, product quality and payment systems are the main factors that consumers consider in the home purchasing decision making process (Purnomo, 2023). The use of the marketing mix approach for home buying decisions has been carried out by Purnomo (2023); Sari & Kusdiyanto (2024); Gifari, Mahrinasari, & Rouly (2020); Sari, Untari, & Fadhli (2019); Sudrajad & Sutanto (2020); Ramadhan, Yuliati, & Nurochmat (2015); Warasanti & Rustiadi (2020); Bakri, Rosman, & Ismail (2021); and Choun & Hamzah (2019). From the 4P model in the form of product, price, location, and promotion, each influences home-buying decisions.

Products are the initial combination of goods and services offered to the market. Products have a significant influence on home purchasing decisions, in line with research (Susilo, 2023; Warasanti & Rustiadi, 2020; Minh, et al., 2023). Putranto, Sukaatmadja, Wardana, & Giantari (2023) state that products are an important factor influencing consumer decisions in buying a house. In contrast to previous research, Harahap, Amanah, & Agustini (2018) found that products hurt home purchasing decisions. This is because consumer purchasing decisions are not fully influenced by product completeness. The existence of a variety or diversity of products offered is still inferior to product brands (developer names) that are widely known. Added by Weisstein, Andersen, & Zhu (2017), consumers will compare the products offered with other similar products and tend to choose products with relatively cheaper prices.

Price-related research often includes the importance of price in purchasing decisions. This is because home buyers must ensure that they can pay for the house either in cash or in instalments. In addition, house prices also affect the amount of loan that can be applied for and approved by financial institutions as it relates to the interest rate and tenure of the loan. In the long run, house prices are viewed as an investment and are expected to provide good value in terms of property value appreciation or rental income potential. Diaz & Rondan-Cataluna (2011) found that the greater the attention paid to price, the more accurately the price is remembered. Thus, the price has a significant influence on property purchasing decisions (Sholihuddin, Rivai, & Saragih, 2020; Kam, Lim, Yoong, Ang, & Leong, 2021; Fakhri, 2023; Mulyati, 2023; Harahap, Amanah, & Agustini, 2018). The significant negative effect of price on purchasing decisions is due to price volatility (Han, 2010). When customers are confronted with two choices of items of the same quality, the acquiring choice will drop on the item with the lower cost. This implies that cost contains an exceptionally huge impact on acquiring choices on the off chance that the item has the same quality (Fakhri, 2023; Melpiana & Sudrajat, 2022; Gunarsih, Kalangi, & Tamengkel, 2021).

Property location is often considered a key determinant of investment performance, so property location influences consumers to make purchases (Fisher & Steiner, 2020). A positive relationship between property location and purchasing decisions was found by (Samudro, Hamdan, & Raharja, 2024). This means that a strategic location perceived by consumers by the benefits obtained will increase purchasing decisions (Siahaan, Fachrudin, & Leonita-S, 2018). These results are supported by Hassan (2023) and Lazuardi, Gustina, & Rinaldi (2022), which in the long run the location of the property supports access to needs and entertainment. Thus, the property is more attractive and

becomes a deal breaker for some prospective homeowners (Imalia & Aprileny, 2020; Mang, Zainal, & Radzuan, 2018).

The promotion provides direct stimulation to consumers, thus influencing the right decision to buy property (Hee, Gan, Kowang, Rizal, & Fei, 2022). Salam & Chandra (2019), Darma (2021), Asral & Djumarno (2017) and Lin, Wang, & Kosasih-Ng (2019) found a positive relationship between home promotion and home-buying decisions. The promotion carried out can increase the introduction of property to the wider community so that they are interested in buying. The existence of this positive relationship shows the importance of promotion to increase sales and influence consumer home-buying decisions. However, Subagya (2021) found an insignificant relationship between promotion and home-buying decisions. This happens because the promotions carried out have not been able to attract consumers to buy a house.

Based on this description, it shows that there are different results from using the 4P model in influencing home-buying decisions. Therefore, the novelty of this research is to bridge the results of previous research and become new evidence of the use of the 4P model in residential property. The purpose of the research is the use the 4P model to estimate the factors that influence the decision to buy a house at Anging Mammiri Residence housing. The selection of the location is based on the realisation of sales for the last five years has not reached the target with an average of 26.2 percent. This shows that of the 500 housing units marketed, only 131 units have been sold over the past 5 years. It is hoped that this research can contribute to knowledge and become new evidence for the use of the 4P model in the property sector.

### **Literature Review**

The marketing mix is a conceptual tool that helps organize demand to meet customer needs (Hidayati, 2016). The tool used is commonly referred to as the 4P model which includes product, price, place, and promotion (Warasanti & Rustiadi, 2020). According to Kotler & Armstrong (2010), a Product is defined as a combination of goods and services offered to consumers by their target market. Price is an integral part of the goods or services offered (Khan, 2014). Thus, it leads to how much customers are willing to pay to fulfil their different needs. In this condition, price has sensitivity because it fluctuates, which will differ between services or product quality may differ between entities. In addition to product and price, property location is also an integral part when deciding to buy property. The use of place in the 4P model is a channel used to deliver products to customers, both inside and outside the company which is usually the target place of purchase (Warasanti &

Rustiadi, 2020). Apart from the three, promotion is carried out to provide information to various parties or target consumers so that potential buyers understand the products offered and then decide to buy these products.

Products are the initial combination of goods and services offered to the market. Buyers need the item they purchase to enjoy or the item to be of high quality. The higher the quality of an item, the higher the consumer's choice to create a buy. Items have a noteworthy impact on domestic obtaining choices, in line with inquire about (Susilo, 2023; Warasanti & Rustiadi, 2020; and Minh, et al., 2023). Putranto, Sukaatmadja, Wardana, & Giantari (2023) mentioned that products are an important factor influencing consumer decisions in buying a house. In contrast to previous research Harahap, Amanah, & Agustini (2018) found that products hurt home purchasing decisions. So, the hypothesis (H1) of products have a positive and significant effect on home purchasing decisions.

Diaz & Rondan-Cataluna (2011) found that the greater the attention paid to price, the more accurately the price is remembered. Thus, the price has a significant influence on property purchase decisions (Sholihuddin, Rivai, & Saragih, 2020; Kam, Lim, Yoong, Ang, & Leong, 2021; Fakhri, 2023; Mulyati, 2023; Harahap, Amanah, & Agustini, 2018). The significant negative effect of price on purchasing decisions is due to price volatility (Han, 2010). When clients are confronted with two choices of products of the same quality, the buy choice will drop the lower toll of the same quality (Fakhri, 2023; Melpiana & Sudrajat, 2022; Gunarsih, Kalangi, & Tamengkel, 2021). So, the hypothesis (H2) of price has a positive and significant effect on home purchasing decisions.

A product will not have much function for a customer if it is not available when and where it is needed. Therefore, property location is often considered a key determinant of investment performance, so property location influences consumers to make purchases (Fisher & Steiner, 2020). A positive relationship between property location and purchasing decisions was found by (Samudro, Hamdan, & Raharja, 2024). This result is supported by Hassan (2023) and Lazuardi, Gustina, & Rinaldi (2022), which in the long run property location supports access to needs and entertainment. Thus, the property is more attractive and becomes a deal breaker for some prospective homeowners (Imalia & Aprileny, 2020; Mang, Zainal, & Radzuan, 2018). So, the hypothesis (H3) of location has a positive and significant effect on home-buying decisions.

Individually, the promotion variable affects purchasing decisions. The higher the promotion, the greater the consumer in the purchase decision. This means that promotion can influence consumer purchasing decisions in purchasing products. Salam & Chandra (2019); Darma (2021); Asral & Djumarno (2017); Lin, Wang, & Kosasih-Ng (2019) found a positive relationship between home

promotion and home-buying decisions. The promotion carried out can increase the introduction of property to the wider community so that they are interested in buying. This positive relationship shows that the importance of promotion to increase sales and influence consumer home-buying decisions. However, Subagya (2021) found an insignificant relationship between promotion and home-buying decisions. This happens because the promotions carried out have not been able to attract consumers to buy houses. So, the hypothesis (H4) of promotion has a positive and significant effect on home purchasing decisions.

### **Method**

This research uses quantitative methods with a descriptive approach. As for the source, the data used is primary data obtained through questionnaires. The research location was carried out at Anging Mammiri Residence which is located at Jl. Aroepala, Rappocini District, Makassar City. The data is cross-section type with the period used to collect data from February to March 2023. The population in this study is the number of consumers who have bought houses at Anging Mammiri Residence Makassar City from 2016 to 2022, namely 131 occupied housing units which include all types of houses built in each cluster.

Arikunto (2010) states that on the off chance that the populace is less than 100 individuals, at that point the test estimate is taken as an entirety. In the meantime, in case the populace is more than 100 individuals, at that point 10-15% or 20-25% of the populace can be taken. In this study, the sampling used the Census Sampling technique in which the researcher took the entire sample or part of the population. The questionnaire was distributed to all home buyers as many as 131 respondents. However, at the data processing stage, 61 respondents did not return the questionnaire. Thus, the number of samples used was 70 respondents. After collecting data from the questionnaire, and then forming it into a data set, it is necessary to test the instrument in the form of a validity test and reliability test. The validity test is used to get the data correctly and thoroughly (Sugiyono, 2008). The strategy utilized to test the legitimacy of this ponder is the item minute relationship procedure from Pearson. An unwavering quality test is utilized to degree the same question and determine the level of certainty of an instrument.

The investigation strategy is carried out utilizing different direct relapses with the point of assessing the impact of the autonomous variable on the subordinate variable can be watched from the estimate of the relapse coefficient of the work. The estimate of the impact of the free variable on the variety of the subordinate variable can be measured from the calculation of the coefficient of

assurance, whereas the positive or negative esteem of the relationship between the subordinate variable and the autonomous variable is decided by the furthermore (+) or short (-) sign of the relapse coefficient esteem (Ananda & Fadhli, 2018). The equation states the model for the relationship between variables in the study where each variable is measured using an ordinal scale (Anjana B.S, 2021). Ordinal scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. The ordinal scale utilized features a score of 1-5, with a score of 1 meaning emphatically oppose this idea and a score of 5 meaning unequivocally concur.

The collection of answers from respondents was then processed into a data set. Respondents' answers to each indicator on the variable used, were then summed up to form a data unit in the form of a total of the indicator values. Therefore, through these steps, the use of multiple regression methods can be used. This is in line with information from Robitzsch (2020) and Gambarota & Altoe (2022) that the treatment of ordinal data is different from other data because it does not continuously enforce the assumption of multivariate normal distribution. However, in this study, the use of scales was only carried out to assess the indicators of each variable used. In the end, the data used is the total value of the sum of the items in the indicator. Furthermore, classical assumption tests in the form of normality, multicollinearity, and heteroscedasticity are carried out to fulfill the requirements of regression analysis in the form of best linear and unbiased.

$$purchase_i = \alpha_{0i} + \beta_1 product_i + \beta_2 price_i + \beta_3 place_i + \beta_4 promotion_i + \epsilon_i \quad (1)$$

The dependent variable in this study is the purchase decision. Purchasing decisions are thoughts where individuals evaluate various choices and decide on a product from among the many choices. Meanwhile, there are 4 independent variables in this study, namely product, price, location, and promotion. A product is the finished product of a process carried out by a maker or producer which will then be distributed to buyers or consumers according to what they need. Price is a monetary unit or other measure (including other goods and services) that is exchanged to obtain the right to ownership or use of goods and services. ownership or use of goods and services. Location is an important aspect of distribution channels, a good location can ensure the availability of fast access, which can be used by most consumers and is strong enough to change the behaviour of consumers. attracts most consumers and is strong enough to change shopping patterns. Meanwhile, promotion is an effort to notify or offer products or services to attract potential customers to buy or consume it.



Table 1. Variable Description

No.	Variable	Indicators	Scale
1	Purchasing decision (Kotler & Lane, 2008)	1. Steadiness on a product 2. Quality Obtained 3. Satisfaction 4. Giving Recommendations to Others 5. Making Repeat Purchases	Ordinal
2	Product (Kotler & Lane, 2008)	1. Variety 2. Design 3. Quality 4. Brand Name 5. Feature	Ordinal
3	Price (Kotler & Lane, 2008)	1. Price match with product quality 2. Price match with benefits 3. Affordability 4. Price competitiveness 5. Discounts or discounts	Ordinal
4	Place (Fure, 2013)	1. Strategic location 2. Security 3. Comfort 4. Availability of parker land 5. The location of the market is traversed by many means of transportation	Ordinal
5	Promotion (Bucheri, 2010)	1. Billboard installation 2. Use of advertising in mass media 3. Use of brochures as a medium of information 4. Exhibition 5. Timeliness of promotions	Ordinal

Table 1 explains about the variable description. Purchasing decision is a thought where individuals evaluate various choices and decide on a product from many choices. Then, a product is the finished product of a process carried out by a maker or producer which will then be distributed to buyers or consumers according to what they need. Cost may be a financial unit or other measure (counting other merchandise and administrations) that's traded in arrange to get possession rights or utilize merchandise and administrations. The location variable is an important aspect of the

distribution channel, a good location can ensure the availability of fast access, which can attract most consumers and is strong enough to change shopping patterns. In the meantime, advancement is characterized as an exertion to inform or offer items or administrations with the point of drawing in potential clients to purchase or devour them.

## Result and Discussion

Table 2 shows the results of the validity and reliability tests. Validity testing is done using product moment by calculating the correlation between each question item score from each variable with the total score of the variable. The validity test results show that all question items from each variable are valid at the 5 percent significance level. Then, the reliability test using Cronbach's alpha shows that all variables have met the reliability coefficient requirement of 0.6 or more. Therefore, the variables used are declared reliable or reliable to be used as research instruments.

Table 2. Validity and Reliability Testing Results

Testing	Variable	Result	Description
Validity	Purchasing decision	0.000	Valid
	Product	0.000	Valid
	Price	0.000	Valid
	Place	0.000	Valid
	Promotion	0.000	Valid
Reliability		0.755	Reliable

Furthermore, a linearity test was carried out to see a linear relationship in the variables used. This test is usually used as a prerequisite in correlation or linear regression analysis. Testing is assisted by a data processing program using the Test for Linearity with a significance level of 0.05. Two variables are said to have a linear relationship if the significance is less than 0.05. Each independent variable fulfil the linearity test because the significance value is more than 0.05. Furthermore, classical assumption testing is carried out to see the characteristics of the data and the relationship between variables. The normality test using the One-Sample Kolmogorov-Smirnov Test shows a significance value of  $0.200 > 0.05$ , it can be concluded that the residual value is normally distributed.

A good situation is when large variables are not interconnected or mutually free. One way to determine the presence or absence of multicollinearity in a regression model is by looking at the

tolerance value and VIF (Variance Inflation Factor). Based on the results of the data processing obtained (see Table 3), the tolerance value is greater than 0.05 and the VIF value is below 10. Heteroscedasticity testing is done using the Glajser Test. It is known that the Significant value or Sig. (two-tailed) Product variable of 0.831, Price variable of 0.367, Place variable of 0.090, and Promotion variable of 0.275. Since the esteem of the four free factors is more prominent than the esteem of 0.05, it can be concluded that there are no issues or indications of Heteroscedasticity, which implies that the relapse show utilized for this think about is doable. All these statements can be seen in Table 3.

Table 3. Classical Assumption Test Results

Variables	Testing results		
	Multicollinearity		Heteroscedasticity
	VIF	Tolerance	
Product	1.180	0.848	0.831
Price	1.319	0.758	0.367
Place	1.140	0.877	0.090
Promotion	1.445	0.692	0.275

Table 4 explains the results of data testing using regression, which is the relapse test about appears that the coefficient of assurance (R<sup>2</sup>) esteem is 0.597, meaning that 59.7 percent of the autonomous factors can clarify the choice to purchase a house and the other 40.3 percent is clarified by other factors not included within the demonstrated. Then, simultaneously shown through the f-statistic value of 0.000. This shows that all variables in the 4P model jointly influence home-buying decisions. The individual statistical test shows that all variables in the 4P model significantly influence the decision to buy a house, with each variable having a value greater than 0.05.

Table 4. Regression Test Results

Variable	Coef.	t	Prob.	Result
Purchase	-1.980	-2.452	0.017	Significant
Product	0.350	2.331	0.023	Significant
Price	0.444	3.443	0.001	Significant
Place	0.393	2.702	0.009	Significant
Promotion	0.324	3.743	0.000	Significant
F-statistic			0.000	
R-square			0.597	

The results of testing the first hypothesis (H1) are accepted, which shows that the product has a positive and significant effect on home purchasing decisions. The estimation results show that

increasing the product affects increasing the decision to buy a house by 0.350 points. This means that the better the quality of the product, in this case, the quality of the residential building, the higher the purchasing decision will be. In addition, these results show that consumers carry out purchasing activities for a product to meet their needs. If consumer product needs can be met, product quality will be an indicator of satisfaction. Indicators that play a role in building product quality are product conformity with initial offers and additional product features because consumers are more inclined to see bonuses from housing that can be valuable and useful when making product purchase decisions. The special features of the perceived additional features of housing products make Anging Mammiri Residence highly competitive in terms of product quality.

Product quality affects purchasing decisions because products can stimulate consumer perceptions that have an impact on purchasing decisions through product quality so that consumers feel safe when buying products. This shows that products have a significant effect on home purchasing decisions, in line with research (Susilo, 2023; Warasanti & Rustiadi, 2020; Minh, et al., 2023). Putranto, Sukaatmadja, Wardana, & Giantari (2023) state that products are an important factor influencing consumer decisions in buying a house. Zulaicha & Irawati (2016) added that product quality has a significant effect on purchasing decisions because products that meet the qualifications of consumer demand will influence purchasing decisions.

Testing the second hypothesis (H2) shows that Price has a positive and significant effect on Purchasing Decisions. From the estimation results on the price variable, it shows that an increase in price has an effect on increasing the decision to buy a house by 0.444 points. This means that the more the price is by the benefits obtained, the higher the Purchasing Decision will be. Price can be defined as the exchange rate of goods or services expressed in monetary units. The price is determined based on the expectations that consumers expect to reach all circles. The dominant indicator influencing the research is the price match with the benefits obtained. For consumers, price is an indicator element that must be considered in product purchasing decisions to obtain a benefit greater than or equal to the cost that has been spent to obtain the product. If the price offered to consumers matches expectations, consumers are interested in making repeat purchases. However, if the price offered is not comparable to the quality of the product, the purchase decision will not occur. Thus, the price has a significant influence on property purchasing decisions (Sholihuddin, Rivai, & Saragih, 2020; Kam, Lim, Yoong, Ang, & Leong, 2021; Fakhri, 2023; Mulyati, 2023; Harahap, Amanah, & Agustini, 2018)

Testing the third hypothesis (H3) shows that location has a positive and significant effect on purchasing decisions. The estimated value of the location variable is 0.393, which means that the location of the house can increase the decision to buy a house by 0.393 points. This means that the better and more strategic the location of the housing, the higher the purchasing decision will be. Choosing a put-to-live, area is one of the components that customers consider. Key areas and sample get-to will welcome shoppers to buy an item, in this case, lodging. Therefore, the better and more strategic the location chosen by the company, the consumer's decision to buy housing will also increase. A positive relationship between property location and purchasing decisions was found by (Samudro, Hamdan, & Raharja, 2024). This result is supported by Hassan (2023) and Lazuardi, Gustina, & Rinaldi (2022), which in the long run the location of the property supports access to needs and entertainment. Thus, the property is more attractive and becomes a deal breaker for some prospective homeowners (Imalia & Aprileny, 2020; Mang, Zainal, & Radzuan, 2018).

The result of testing the fourth speculation (H4) appears that advancement features a positive and noteworthy impact on acquiring choices. The estimated value of the promotion variable is 0.324, which means that the promotion for home sales can increase the decision to buy a house by 0.324 points. This implies that the superior and more frequently the advancement is held, the higher the obtaining choice will be. Consumers in making house purchase decisions consider the existence of brochures, billboards, direct interaction by salespeople, and obtaining clear information. This means that promotion can influence consumer purchasing decisions in purchasing products. Salam & Chandra (2019); Darma (2021); Asral & Djumarno (2017); and Lin, Wang, & Kosasih-Ng (2019) found a positive relationship between home promotion and home-buying decisions. The promotion carried out can increase the introduction of property to the wider community so that they are interested in buying. The existence of this positive relationship shows the importance of promotion to increase sales and influence consumer home-buying decisions.

## **Conclusion**

This paper aims to utilize the 4P model (product, price, place, promotion) to estimate the factors that influence house purchasing decisions in the Anging Mammiri Residence housing complex. Through quantitative research with a descriptive approach and collecting primary data through questionnaires, the research found that product, price, location, and promotion have a significant and positive influence on home purchasing decisions. The validity and reliability of the variables were tested, to ensure their robustness, and linear relationships between variables were also established.

These findings are in line with previous research, which emphasizes the importance of marketing strategies in the real estate sector and how they influence consumer behavior and purchasing choices. Overall, this paper underlines the important role of marketing mix elements in shaping consumer decisions and ultimately influencing the property market. Limitations in this research only include the use of the 4P model in purchasing decisions but not the comprehensive use of other models. Therefore, it is hoped that future research can use more sophisticated models to estimate and analyze the factors that influence home purchasing decisions. The contribution of this research, apart from bridging previous research and analyzing the 4P model in home purchasing decisions, also contributes to the government as a literature source in formulating appropriate policies. Apart from that, it can contribute to infrastructure development and regional development such as roads and other public facilities.

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