

PURCHASING DECISION OF RESIDENTIAL PROPERTY IN CITRALAND SURABAYA: EVIDENCE FROM INDONESIA

Sonata Christian^{1*}, Yusravhika P. Adhianti¹

¹ Faculty of Management and Business, Universitas Ciputra Surabaya, Indonesia

*Corresponding Author: sonata.christian@ciputra.ac.id

Article history

Received date : 13-7-2020

Revised date : 10-8-2020

Accepted date : 30-9-2020

Published date : 1-12-2020

To cite this document:

Christian, S., & P. Adhianti, Y. (2020). Purchasing Decision of Residential Property in Citraland Surabaya: Evidence from Indonesia. *International Journal of Accounting, Finance and Business (IJAFB)*, 5 (30), 117 - 134.

Abstract: *This study aims to determine the effect of advertising, online marketing and event on purchasing residential property in CitraLand Surabaya, Indonesia. CitraLand Surabaya is an integrated residential property over 2500 hectares in West Surabaya that is highly sought after by upper class families in Indonesia. This study is a quantitative research with questionnaire as primary data collection method and using multiple linear regressions for data analysis. The population in this study were 4.156 families who have purchased residential properties in CitraLand Surabaya. Based on multiple regression analysis shows that purchasing decision equation are $Y = 2,048 + 0,187X_1 + 0,069X_2 + 0,3062X_3$. The result of this study reveals that the effect of advertising, online marketing and event variables only 36,9% toward purchasing residential property in CitraLand Surabaya. The other findings of this study that only advertising (X_1) and Event (X_3) have significance individual influence toward purchasing decision.*

Keywords: Purchase decision, Advertising, Online Marketing, Event, Residential Property

Introduction

Residential is one of the basic human needs that used for survival which can be a house, villa, or apartment. For most people, residential is not only used as a residence, it is needed as a profitable property investment (Thaker and Sakaran, 2016). Based on the results of a survey conducted by Bank Indonesia in figure 1, it is found that Surabaya is one of the cities with the highest level of estimated residential property prices compared to other major cities in Indonesia.

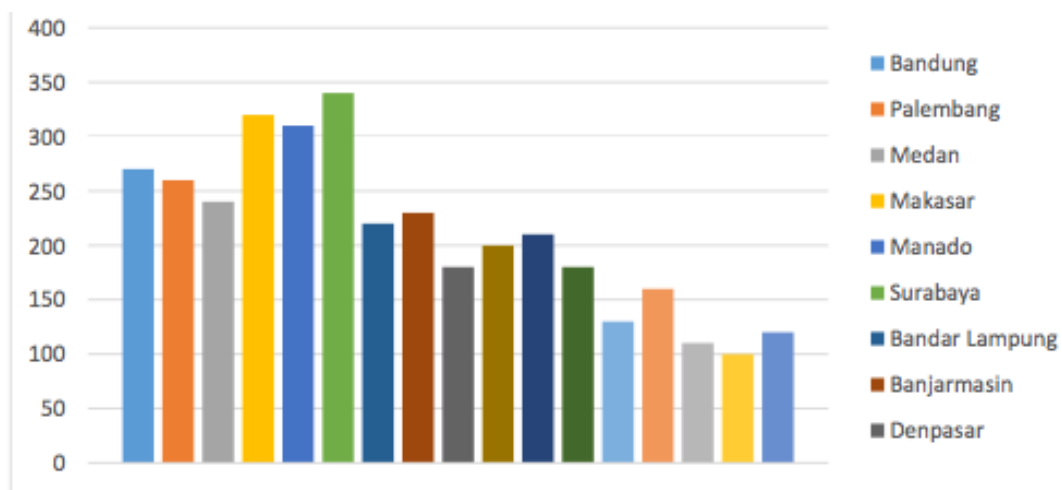


Figure1: Estimated Residential Property Prices

Surabaya is the second largest metropolitan city in Indonesia and has the nickname of the city of trade and economy, this is due to its strategic location and has advantages in various facilities that support economic activities. West Surabaya has become one of the areas developed by the Surabaya government becoming elite residential area, which has in line with the presence of best property developers such as Ciputra Group, Pakuwon Jati, Intiland and Sinar Mas Land whom community are developing residential property in West Surabaya.

Tabel 1: Top Ten Indonesian Developers 2019 - BCI Asia version

PT Adhi Commuter Property	PT Sinar Mas Land
PT Astra Land Indonesia	PT Sumarecon Agung Tbk
PT Ciputra Develoment Tbk	PT. Trans Property
PT Pakuwon Jati Tbk	PT Waskita Karya Realty
PT PP Properti Tbk	PT Wijaya Karya Realty

PT. Ciputra Development Tbk (Ciputra Group) is one of the Top Ten Indonesian Developers 2019 currently had 76 housing development projects and commercial property development projects in various major cities in throughout Indonesia. One of the most prestigious projects is the CitraLand Surabaya. CitraLand Surabaya with the tagline “The Singapore of Surabaya” is a clean, green and modern housing and provides a complete range of facilities in housing. CitraLand Surabaya is an integrated residential property over 2500 hectares in West Surabaya that is highly sought after by upper class families in Indonesia.

For the past two years, The Marketing Division of Ciputra Group is very active in promoting their residential property in CitraLand Surabaya. Some of the promotional media that have been carried out include newspaper, advertisements, billboards, brochures, exhibitions, internet, references and others. The level of efficiency of promotional media carried out by CitraLand Surabaya over the past two years can be seen in Figure 2. The level of promotion efficiency comes from the number of home sales obtained through each of these promotional media.

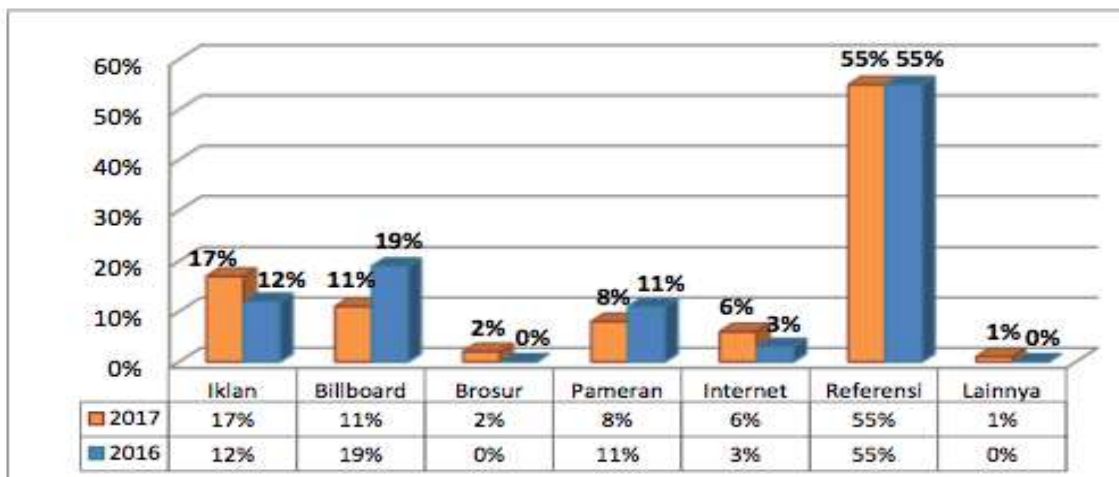


Figure 2: Efficiency of promotional media

Promotional media that show less in efficient promotion are advertisements, billboards, brochures, exhibitions, internet and others. Among those promotional media used by Ciputra Group when we applied to the promotion mix namely *Advertising*, *Online Marketing*, and *Event*. Advertisement, billboards and brochures are part of advertising. while social media, website and internet promotion are part of online marketing. Exhibitions are part of event. (Kotler and Keller, 2017).

The top management of Ciputra Group strives to improve the three promotional mixes but wants to ascertain whether the three promotion mix are indeed contributing in attracting consumers to purchase residential property at CitraLand Surabaya. Based on this background, the authors intends to examine whether Advertising, Online Marketing and Events have a significant effect on the purchasing residential property in CitraLand Surabaya.

Literature Review

Previous Research

Several previous studies have shown a link between the promotion mix and housing purchase decisions in Indonesia. Research by Wariki et al. (2015) discussed the effect of the promotion mix on the purchasing decisions of metropolitan housing in Manado. This research supported by Susanti et al. (2017) regarding PT. Berlian Bersaudara Propertindo states that the marketing mix significantly influences the purchase decision. The results showed that the promotion mix had a positive and significant effect on consumer purchasing decisions. Research Masa'deh et al., (2018) explains that advertising has a significant effect on consumer purchasing decisions. The results of Dewi and Warmika's research (2017) concluded that Online (internet) marketing

had a positive and significant effect on purchasing decisions. The research results of Katili et al. (2016) concluded that the event had a significant influence on purchasing decisions.

Advertising

Peter and Donnelly (2013) advertising is a non-personal communication to the target market of the information about the product or service through the media promotion such as television, billboards, brochures, posters, newspapers and radio. Meanwhile, Shimp (2014) advertising is a form of communication that is paid based on the context of promotion and delivery of information through electronic media and print media.

There are three advertising indicators (Musdedi et al., 2015):

1. Discovery of information about the product in various media
2. Information submitted can be understood (clearly)
3. Frequency of ad serving

Online Marketing

Online marketing is the use of technological developments as a marketing tool (Dewi and Warmika, 2017). Meanwhile, according to Kotler and Keller (2017) online marketing is the delivery of communication messages via online, mobile or individually. Some indicators of online marketing based on Kotler and Keller (2017) are:

1. Up to date information
2. Getting lots of information
3. Fast response between sellers and consumers

Event

Kotler and Keller (2019) events are activities and programs designed by companies to create interactions with consumers, including sports, arts and entertainment events. While other opinions by Putri et al. (2016) mentioned that an event is a promotional tool used by companies to create an event with the aim of communicating products or brands to consumers or potential customers. There are five indicators of the event according to Katili et al. (2016):

1. Suitability of the event with expectations
2. Suitability of the time and place of the event
3. Information offered
- 4, Enthusiastic Visitors
5. Involvement of direct communication with the event and participants

Hypotheses Formulation

Effect of Advertising on Purchasing Decisions at CitraLand Surabaya

Lontoh' research (2016) explains that advertising has a significant influence on purchasing decisions. Susanti's research results (2017) concluded that advertising has a significant effect in house purchase decision.

H₁ : Advertising has a positive effect on purchase decision

Effect of Online Marketing on Purchasing Decisions at CitraLand Surabaya

Zanjabila and Hidayat (2017) resumed that social media marketing has a significant influence on purchasing decisions. Dewi and Warmika's research results (2017) terminate that online (internet) marketing had a positive and significant effect on purchasing decisions.

H₂ : Online Marketing has a positive effect on purchase decision

Effect of Event on Purchasing Decisions at CitraLand Surabaya

Putri et al. (2016) concluded that the event had a direct positive effect on purchasing decision. The research results of Katili et al. (2016) inferred that the event had a significant influence on purchasing decisions.

H₃ : Event has a positive effect on purchase decision

Model Analysis

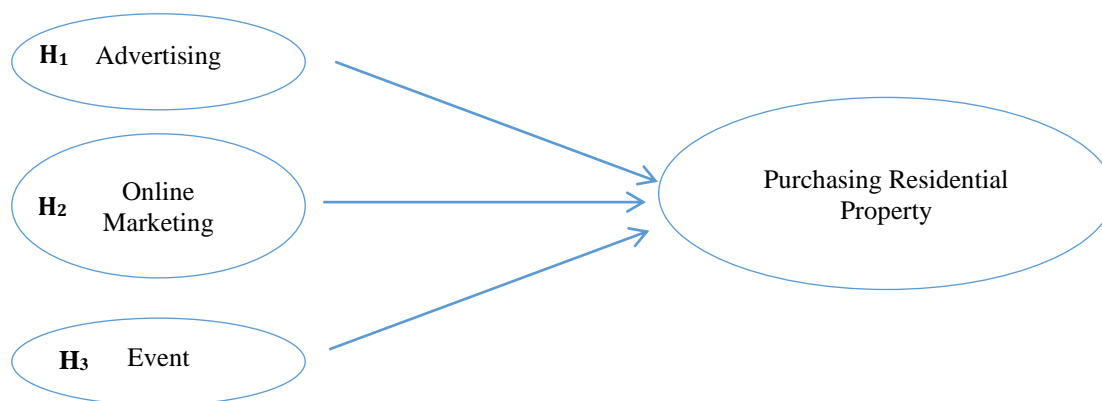


Figure 3: Model Analysis

Methodology

Sample Characteristic and Data Collection

The population in this study are 4,156 consumers who have made a residential purchase at CitraLand Surabaya. The purpose of determining the population is the data obtained in accordance with the experience of consumers when purchasing residential property at CitraLand Surabaya. This study will use a questionnaire as a data collection tool and the data will be processed through the SPSS program.

The sampling technique used in this study is probability-sampling technique using simple random sampling. The number of samples needed is calculated using the Slovin formula (Priyatno, 2013):

$$n = \frac{N}{1 + Ne^2} \quad n = \frac{4156}{1 + 4156(0,1)^2} \quad n = 97,65 \approx 98$$

the number of samples needed is 98, but to make the calculation easier the researcher rounds up the number to 100 respondents.

In order to be more accurately represent the population, the sample is taken proportionally based on the cluster that has many inhabitants and is the most desirable by consumer. There are six clusters that will be divided proportionally by 60% and the remaining 40% will come from other clusters. Following is the proportional distribution of each CitraLand Surabaya housing cluster

Table 2 Proportional Sample

Clusters in CitraLand	Number of Sample
- Alam Hijau (10% x 100)	10 Respondents
- Bukit Telaga Golf (10% x 100)	10 Respondents
- Puri Widya Kencana (10% x 100)	10 Respondents
- Taman Puspa Raya (10% x 100)	10 Respondents
- Vila Sentra Raya (10% x 100)	10 Respondents
- Vila Taman Telaga (10% x 100)	10 Respondents
Primary Cluster = 60% x 100 = 60 Respondents	
- Puri Sentra Raya, Royal Park, Rafles Garden, Woodland and others (40% x 100)	40 Respondents
Secondary Cluster = 40% x 100 = 40 Respondents	
Total	100 Respondents

Primary data is obtained through a questionnaire distributed to respondents and will be processed using the SPSS program. Respondent will answer several questions regarding the variables that influence housing purchasing decisions at CitraLand Surabaya. The research questionnaire used a Likert Scale to facilitate consumers in answering questions. Following is the exposure of the Likert Scale 1 to 5 (Pudentia, 2015)

Table 3: Likert Scale

Jawaban	Skor
Strongly Disagree (SD)	1
Disagree (D)	2
Somewhat Agree (SM)	3
Agree (A)	4
Strongly Agree(SA)	5

Operational Definition of Variables

The following is a table of definitions of operational variables that form the basis of questionnaires

Table 4: Operational Definition Variable

VARIABLE	INDIKATOR
<p><i>Advertising (X1)</i></p> <p>According to Shimp (2014) advertising is forms of communication that are paid based on the context of promotion and delivery of information through electronic media or print media.</p>	<p>Advertising indicators according to Musdedi et al. (2015):</p> <ol style="list-style-type: none"> 1. Discovery of information about the product in various media 2. Information conveyed and clearly understood 3. Frequency of advertising serving
<p><i>Online Marketing (X2)</i></p> <p>According to Kotler and Keller (2017) online marketing is the delivery of communication messages via online, mobile or individually.</p>	<p>Three online marketing indicators according to Kotler and Keller (2013):</p> <ol style="list-style-type: none"> 1. Up to date information 2. Getting lots of information 3. Fast response between sellers and consumers
<p><i>Event (X3)</i></p> <p>According to Kotler and Keller (2013) event is an activity and program designed by the company to create interactions with consumers, including sports, arts and entertainment events.</p>	<p>Some event indicators according to Katili et al. (2016):</p> <ol style="list-style-type: none"> 1. Suitability of the event with expectations 2. Suitability of the time and place of the event 3. Information offered 4. Enthusiastic Visitors 5. Involvement of direct communication with the event and participants
<p><i>Purchasing Decision (Y)</i></p> <p>Menurut Peter dan Donnelly (2013) keputusan pembelian adalah proses yang dialami oleh konsumen dalam membuat keputusan untuk membeli berbagai produk yang diinginkan.</p>	<p>Indicators of purchasing decisions according to Susanti et al. (2017):</p> <ol style="list-style-type: none"> 1. Home products according to consumer needs 2. Prices are more competitive than competitors 3. The advantages offered 4. Comfort

Findings and Discussion

The Characteristic of sample

Respondent characteristics are shown in table 5

Table 5: The Characteristic of Sample

Sample Size	Numbers	Percentage
Sex :		
- Male	58	58%
- Female	42	42%
Age :		
- 25 – 34 Years Old	24	24%
- 35 – 44 Years Old	39	39%
- > 45 Years Old	37	37%
Profession :		
- Employee	18	18%
- Entrepreneur	59	59%
- Professional	23	23%
Monthly Income :		
- 10 M – 20 M IDR	23	23%
- 21 M – 30 M IDR	38	38%
- 31 M – 40 M IDR	20	20%
- > 40 M IDR	19	19%

Based on table 5 it is known that based on sex that most respondents came from men as many as 58 people or 58% while female respondents as many as 42 people or 42% of the total number of respondents. Based on the percentage of answers given, most respondents came from men who indicated that in making a home purchase a man who was the head of the household would be responsible for meeting the needs for shelter for his family and himself.

The majority of respondents whose jobs are entrepreneurs are 59 people or 59%. Respondents whose employee were 18 people or 18% while professionals were 23 people or 23%. Based on the facts found in the field, it is stated that most CitraLand Surabaya consumers have jobs as entrepreneurs with majority income monthly of 21M-30M IDR.

Description of Research Variables

In this study the description of the research variables was measured by interval (Pudentia, 2015) to find out the categories of respondents' answers as follows:

$$\frac{Interval \max - Interval \min}{\Sigma interval} = \frac{5 - 1}{4} = 0,8$$

Table 6: Interval Category

Interval Range	Category
1.00 – 1.80	Strongly Disagree (SD)
1.81 – 2.60	Disagree (D)
2.61 – 3.40	Somewhat Agree (SM)
3.41 – 4.20	Agree (A)
4.21 – 5.00	Strongly Agree (SA)

Advertising (X₁)

Table 7 explains the description of respondents' answers to the advertising variable.

Table 7: Description of Respondents' Answers to the Advertising Variables

Questionnaire	Respondents' Answer					Std. Deviation	Mean	Category
	Percentage (%)							
	SD=1	D=2	SM=3	A=4	SA=5			
X1.1	-	0,81	3,43	28	12	0,81	0,81	Agree
	-	9%	51%	28%	12%			
X1.2	-	0,73	3,97	53	23	0,73	0,73	Agree
	-	2%	22%	53%	23%			
X1.3	1	0,86	3,55	40	13	0,86	0,86	Agree
	1%	9%	37%	40%	13%			
X1.4	-	0,81	3,77	44	19	0,81	0,81	Agree
	-	5%	32%	44%	19%			
X1.5	2	0,88	3,52	40	12	0,88	0,88	Agree
	2%	8%	38%	40%	12%			
Total Mean						3,64		Agree

Based on Table 7, it can be seen that the average respondent's answer to the advertising variable is agree with the mean value of 3.64. This shows that the statement with the highest average of 3.97 comes from the second statement which means that CitraLand Surabaya consumers know the most about promotions through billboards, while the lowest average of 3.43 comes from the first statement which means that CitraLand Surabaya consumers rarely known about newspaper promotions when compared to billboards and brochures. Billboards and brochures are promotional tools that consumers can easily see directly because they are scattered in several locations, while newspapers only a few consumers still read and subscribe to using newspapers.

Online Marketing (X₂)

Table 8 explains the descriptions of respondents' answers to the online marketing variable.

Table 8: Description of Respondents' Answers on Online Marketing Variables

Questionnaire	Respondent's Answer					Std. Deviasi	Mean	Category
	Persentase (%)							
	STS=1	TS=2	CS=3	S=4	SS=5			
X2.1	1	19	49	26	5	0,82	3,15	Somewh at Agree
	1%	19%	49%	26%	5%			
X2.2	1	4	37	43	15	0,81	3,67	Agree
	1%	4%	37%	43%	15%			

X2.3	1	6	38	39	16	0,86	3,63	Agree
	1%	6%	38%	39%	16%			
X2.4	-	15	46	30	9	0,84	3,33	Somewh at Agree
	-	15%	46%	30%	9%			
Total Mean						3,44		Agree

Based on Table 8, we can see that the average respondent's answer to the online marketing variable with a mean value of 3.44, which means that the average respondent's answer is agreeable. The highest mean is obtained from the second statement of 3.67 which means that consumers can easily access the CitraLand Surabaya social media. While the lowest mean value comes from the first statement with a mean value of 3.15 which indicates that consumers are rarely receive the latest information every day through CitraLand Surabaya social media when compared to the website. CitraLand Surabaya's social media is currently more focused on providing information about competitions held such as photo and vlog competition about housing.

Event (X₃)

Table 9 explains the description of the respondent's answer to the event variable

Table 9: Description of Respondents' Answers to Event Variables

Questionnaire	Respondent' Answer					Std. Deviasi	Mean	Category
	Percentage (%)							
	SD=1	D=2	SM=3	A=4	SA=5			
X3.1	-	10	47	34	9	0,79	3,42	Agree
	-	10%	47%	34%	9%			
X3.2	1	14	46	30	9	0,86	3,32	Somewhat Agree
	1%	14%	46%	30%	9%			
X3.3	2	13	39	37	9	0,89	3,38	Agree
	2%	13%	39%	37%	9%			
X3.4	2	22	33	31	12	1,00	3,29	Somewhat Agree
	2%	22%	33%	31%	12%			
X3.5	-	7	46	44	3	0,67	3,43	Agree
	-	7%	46%	44%	3%			
Total Mean						3,36		Somewhat Agree

Table 9 shows that the average respondent's answer is quite agreeable to the statements on the event variable. The highest mean value is obtained in the fifth statement with a value of 3.43 which means that the promotion method of CitraLand Surabaya when holding an event is in accordance with the tastes and trends of consumers. In addition, the fourth statement received the lowest mean value, namely 3.29, which means that promotion through events in the frequency of procuring the event must be increased more frequently with the theme of events that attract consumers to come. The promotion method held by CitraLand Surabaya through events and exhibitions such as competitions, open houses and property exhibitions has been able to meet consumer needs for information needed about housing and interest in the event.

Purchasing Decision (Y)

Table 10 describes a description of the respondent's answer to the purchasing decision variable

Table 10: Description of Respondents' Answers on Purchasing Decision Variables

Questionnaire	Respondent's Answer					Std. Deviasi	Mean	Category
	Percentage (%)							
	SD=1	D=2	SM=3	A=4	SA=5			
Y1	-	-	28	57	15	0,64	3,87	Agree
	-	-	28%	57%	15%			
Y2	-	10	34	45	11	0,81	3,57	Agree
	-	10%	34%	45%	11%			
Y3	-	1	15	51	33	0,70	4,16	Agree
	-	1%	15%	51%	33%			
Y4	-	-	4	52	44	0,56	4,40	Strongly Agree
	-	-	4%	52%	44%			
Total Mean						4		Agree

Table 10 shows that the average respondent's answer to the purchase decision variable was agreed. The purchase decision variable obtains an average value of 4, which indicates that the respondent agrees with the statements in the purchasing decision variable. The fourth statement has the highest mean value of 4.40, which means that most consumers buy houses in CitraLand Surabaya because of the comfortable residential environment. In addition, the statement with the lowest mean value of 3.57 is the second statement which means that consumers buy a house at CitraLand Surabaya because it has a more competitive selling price and there are considerations from other factors. This means that CitraLand Surabaya must maintain facilities and comfort in housing.

Furthermore, the second statement has the highest standard deviation value with a value of 0.81 which means it is heterogeneous, while the statement with the lowest standard deviation value is the fourth statement with a value of 0.56. This figure shows that the respondent's answer to the fourth statement is homogeneous.

Validity And Reliability

Validity Test

Table 11 describes the results of the validity test of each variable of advertising, online marketing, events and purchasing decisions.

Table 11: Validity Test

Variable	Pearson Corelation	Sig. Value (2 tailed)	Result
<i>Advertising (X1)</i>			
X1.1	0,730	0,000	<i>Valid</i>
X1.2	0,759	0,000	<i>Valid</i>
X1.3	0,734	0,000	<i>Valid</i>
X1.4	0,705	0,000	<i>Valid</i>
X1.5	0,779	0,000	<i>Valid</i>
<i>Online Marketing (X2)</i>			
X2.1	0,712	0,000	<i>Valid</i>

X2.2	0,799	0,000	Valid
X2.3	0,868	0,000	Valid
X2.4	0,708	0,000	Valid
Event (X3)			
X3.1	0,808	0,000	Valid
X3.2	0,812	0,000	Valid
X3.3	0,850	0,000	Valid
X3.4	0,851	0,000	Valid
X3.5	0,721	0,000	Valid
Purchasing Decision (Y)			
Y1	0,638	0,000	Valid
Y2	0,797	0,000	Valid
Y3	0,796	0,000	Valid
Y4	0,672	0,000	Valid

Based on the results of the validity test in table 12, it reveals that all statement indicators from the advertising, online marketing, event and purchasing decision variables have a significance value <0.05 , namely 0.000, so it is concluded that all statements on these variables are declared valid.

Reliability Test

Table 12 describes the results of the validity test of each variable of advertising, online marketing, events and purchasing decisions

Table 12: Reliability Test

Variabel	Cronbach's Alpha	Result
Advertising (X1)	0,793	Reliabel
Online Marketing (X2)	0,774	Reliabel
Event (X3)	0,866	Reliabel
Keputusan Pembelian (Y)	0,702	Reliabel

Based on the reliability test results in Table 13 shows that the Cronbach's Alpha value of Advertising is 0.793, Online Marketing is 0.774, Event is 0.866 and the Purchase Decision is 0.702. The values of each of these variables show > 0.06 , so that the Advertising, Online Marketing, Event and Purchase Decision variables are declared reliable.

Classical Assumption Test

Normality Test

Table 13 explains the results of normality tests.

Table 13: Normality Test

	Unstandardized Residual	Result
Asymp. Sig. (2-tailed)	0,200	Normal

Table 13 shows that the normality test results obtained a value of 0.200, which means that the value is > 0.05 . This proves that the residuals are normally distributed.

Multicollinearity Test

Table 14 describes the results of the multicollinearity test.

Table 14: Multicollinearity Test

Variable	Collinearity Statistics		Result
	Tolerance	VIF	
Advertising (x1)	0,654	1,529	There is no multicollinearity
Online Marketing (x2)	0,487	2,052	
Event (x3)	0,569	1,756	

Table 14 exhibits that the tolerance values for the Advertising, Online Marketing and Event variables are 0.654, 0.487 and 0.569. The tolerance value for each of these variables shows a number > 0.1 . In addition, the VIF (Variance Inflation Factor) figures in the Advertising, Online Marketing and Event variables are 1,529, 2,052 and 1,756. The VIF number indicates that each variable has a VIF value < 10 . It can be concluded that the regression model does not occur multicollinearity.

Heteroscedasticity Test

Table 15 describes the heteroscedasticity test results of each variable of advertising, online marketing and events.

Table 15: Heteroscedasticity Test

Variable	t	Sig.	Result
(Constant)	3,270	0,001	Does not experience Heteroscedasticity
Advertising (x1)	-0,347	0,730	
Online Marketing (x2)	0,138	0,891	
Event (x3)	-1,062	0,291	

Linearity Test

Table 16 explains the linearity test results of each of the advertising, online marketing, event variables on purchasing decisions.

Table 16: Linearity Test

Variabel Independen	Variabel Dependen	Sig. Linearity	Sig. Deviation from Linearity	Result
X1(Advertising)	Y (Keputusan Pembelian)	0,000	0,667	Linearly connected
X2(Online Marketing)		0,000	0,778	Linearly connected
X3(Event)		0,000	0,734	Linearly connected

Table 16 shows that the three independent variables, namely Advertising, Online Marketing and Events, are linearly related to the dependent variable, namely the purchase decision because it has a significance value of 0.000, which means that each variable has a significance value < 0.05.

Multiple Regression Linear Analysis

Table 17 describes the results of multiple linear regression analysis of each independent variable on the dependent variable.

Table 17 Multiple Regression Linear Analysis

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	2,048	0,264
	Advertising (x1)	0,187	0,081
	Online Marketing (x2)	0,069	0,089
	Event (x3)	0,306	0,077

Based on table 17, the results of multiple linear regression analysis in this study are as follows:

$$Y = 2,048 + 0,187X_1 + 0,069X_2 + 0,306X_3$$

Wherein:

X_1 = Advertising ; X_2 = Online Marketing; X_3 = Event ; Y = Purchasing Decision

The multiple linear regression equation shows that the regression coefficient for each variable is positive and unidirectional to the purchase decision.

Hypothesis testing

Model Feasibility Test (F-Test)

Table 18 describes the results of the F-Test

Table 18: Model Feasibility Test

Model	F	Sig.	Result
Regression	29.882	0,000	Model is fit

Based on Table 18 shows that the significance value of the F Test results is 0,000, which means < 0.05. It can be concluded that the regression model is suitable for use in research.

Individual Significance Test (t-Test)

Table 19 describes the partial test results for each variable in this study

Table 19: Individual Significance Test

Independent Variabel	T	Sig.	Result
Advertising (X ₁)	2.315	0,023	H ₁ Accpted
Online Marketing (X ₂)	0,784	0,435	H ₂ Rejected
Event (X ₃)	3.995	0,000	H ₃ Accepted

Based on table 19, the results of the t-Test in this study are as follows:

1. Advertising (X_1) obtained a significance value <0.05 , namely 0.023, so H_1 was accepted. It can be concluded that the Advertising variable (X_1) has a partially significant effect on the Purchasing Decision (Y) variable of CitraLand Surabaya consumers.
2. Online Marketing (X_2) obtained a significance value > 0.05 , which is equal to 0.435, so that H_2 is rejected. It can be concluded that the Online Marketing variable (X_2) does not have a partially significant effect on the Purchasing Decision variable (Y) of CitraLand Surabaya consumers.
3. Event (X_3) obtains a significance value <0.05 which is equal to 0,000, so H_3 is accepted. It can be concluded that the Event variable (X_3) has a partially significant influence on the Purchasing Decision variable (Y) of CitraLand Surabaya consumers.

Correlation Coefficient Analysis (R) and Determinant Coefficient Analysis (R^2)

Table 21 describes the results of the analysis of the Correlation Coefficient (R) and coefficient of determination (R^2)

Table 21 Correlation Coefficient Analysis (R) and Determinant Coefficient Analysis (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,630	0,396	0,377	0,39650

Based on Table 21 reveals that the results of data analysis from Advertising (X_1), Online Marketing (X_2) and Event (X_3) on Purchasing Decisions (Y) obtained a value of $R = 0.630$, these results indicate a strong relationship between the independent variable and the dependent variable because the results of the R Test value close to 1.

The value of R Square in Table 21 shows that the effect of the Advertising (X_1), Online Marketing (X_2) and Event (X_3) variables contributed 39.6% on Purchasing Decisions (Y), while the remaining percentage was influenced by other variables outside the model.

Discussion and Managerial Implication

Advertising on Purchasing Decisions

While the effects of advertising on purchasing decisions already known, the current study has important implication for Ciputra Group Top Management. In the case of advertisement in newspapers are rarely seen by consumers, so that promotional media through newspapers can be replaced with other media such as e-bulletin which contains testimonials and the latest information about CitraLand Surabaya. Further, management need to keep maintain the use of billboards to convey the latest information and attract the attention of potential buyers. In the case of brochures, management need to preserve up to date information and brochure designs

that are made different and interesting. Last but not least management must increase the advertising serving frequency

Online Marketing on Purchasing Decisions

The current study reveals that the current online marketing variable does not have a partially significant effect on the consumer purchasing decision. This is because internal marketing staff constraints, they are not responsive and the quality of the information presented were poor. Management can hold special training to Increase responsiveness in providing fast responses to questions raised by consumers such as if there are complaints. Therefore, management needs to increase the capabilities of marketing staff utilizing Instagram features such as snapgrams, highlight stories and improve Instagram feeds. Another way that can be taken is by maintaining easy access to the CitraLand Surabaya website and providing pop-up advertisements that are attractive to consumers.

Event on Purchasing Decisions

This study resumes that event variable has significant influence on the consumer purchasing decision in CitraLand Surabaya. This means that event activities such as themes that are in accordance with existing trends in the community, timeliness and information provided at exhibitions and other events are considered by consumers to come to the events being held. It can also determine consumer decisions in buying a home in CitraLand Surabaya. Some of the managerial implications of event that management need to consider increasing the implementation of event which always start on time, maintain and develop the provision of information at every event held. CitraLand Surabaya can provide sports benefits for consumers by involving sports facilities that have been provided, so that sports facilities and club houses are used as well as possible by consumers. Management can add various activities according to consumer interest so that they want to come. CitraLand Surabaya can organize healthy events such as jogging together on weekends with lottery prizes, mini concert performances at the Ciputra Hall or watching sports on the big screen in the G-Walk area.

Conclusion

From the results obtained, all the antecedent factors had an effect on purchasing decision. Advertising (X_1), Online Marketing (X_2) and Event (X_3) variables contributed 39.6% on Purchasing Decisions (Y). Based on current conditions only Advertising (X_1) and Event (X_3) show significant relationship with the purchasing decision. This result is acceptable as it is supported by a study by Wang & Yang (2008) that stated when a consumer is highly involved in purchasing a product, he would be inclined to undertake a detailed information searching about product advantages and disadvantages, which could positively affect his or her decision making as well as purchase intention. (Kempf and Smith, 1998).

Furthermore, the findings show that Online Marketing (X_2) does not have a partially significant effect on the Purchasing Decision variable (Y). This is because internal marketing staff constraints : they are not responsive and the qualities of the information presented were poor. The company currently focuses social media more on information only, especially in Instagram, only giving certain information regarding the competitions being held, display information on photo competition winners etc. This is what makes the online marketing promotion method not influencing consumers in deciding to buy a residential property at CitraLand Surabaya. Top management must do internal training to improve the service of marketing staff, they must

provide detail and interesting information with fast response to their customers (Kotler and Keller, 2017). Companies must be able to maximize the use of social media to increase sales. Social media can be a powerful marketing tool in influencing purchasing decisions. companies are advised to make more use of digital media, for example koranonline or Line today which are more frequently read by the people of Surabaya. Online marketing is the utilization of technological developments as a marketing tool (Dewi and Warmika, 2017). Companies need to endorse well-known YouTubers who have a large number of followers to promote CitraLand Surabaya and have a big influence in purchasing decisions.

References

- Dewi, N.K., Warmika, I.K (2017). Pengaruh Internet Marketing, Brand Awareness dan WOM Communication terhadap Keputusan Pembelian Produk SPA Bali Alus, *E-Jurnal Manajemen UNUD*, Vol 6. No.10, Hal.5580-5606
- Katili,P.B., Setiawan,H., Nugroho,B.D. (2016). Pengaruh Brand Image dan Event Marketing terhadap keputusan Pembelian Produk Unggulan Pada Bank Syariah Mandiri Cabang Manado, *Jurnal EMBA*, Vol 6.No.2, Hal. 888-897
- Kempf, D.S. and Smith, R.E. (1998) Consumer Processing of Product Trial and the Influence of Prior Advertising: A Structural Modelling Approach, *Journal of Marketing Research*, 35(3), August, pp. 325-338.
- Kotler,P., Keller, K.L (2017), *Marketing Management* 15th edition, London : Pearson Education
- Lontoh, M.N. (2016). Analisis Pengaruh Bauran Promosi Terhadap Keputusan Pembelian Mobil Toyota pada PT. Hasjrat Abadi Manado Cabang Tende. *Jurnal Berkala Ilmiah Efisiensi*, Vol.16, No.01.
- Laporan Industri Properti di Indonesia (2019), Retrieved August 04, 2020. From <https://lamudi.co.id/laporan-2019>
- Masa'deh, R., Alananzeh,O., Tarhini,A., Algudah, O. (2017). The Effect of Promotional Mix on Hotel Performance during the Political Crisis In The Middle East, *Journal of Hospitality and Tourism Technology*, Vol.9 (Issue 1)
- Musdedi, Militina,T., Mardiana (2015). Pengaruh Bauran Promosi dan Harga Terhadap Keputusan Customer Membeli Cat Minyak Merk Avian Pada PT. Tirtakencana Tatawarna Samarinda, *Jurnal Ekonomi*
- personality and purchase intention in emerging economies?: Evidence from China's auto industry", *International Marketing Review*, Vol. 25 Iss: 4, pp.458 – 474
- Peter,J.P, Donelly,J.H. (2013). *Marketing Management: Knowledge and Skills*. New York :McGraw-Hill
- Putri,N.N, Haryono,A.T., Warso,M. (2016) Efektifitas Atmosphere dan Event Marketing Terhadap Keputusan Pembelian yang di mediasi oleh Minat Beli Pada Konsumen Tembi Rumah Budaya Yogyakarta. *Journal of Management*, Vol.2, No.2
- Priyatno, R.A. (2016). *Analysis Korelasi, Regresi dan Multivariate* dengan SPSS.
- Pudentia, M.P.S.S (2015). *Metodologi Kajian Tradisi Lisan*. Jakarta : Yayasan Pustaka Obor Indonesia.
- Shimp, T.A.(2014). *Komunikasi Pemasaran Terpadu dalam Periklanan dan Promosi*. Jakarta
- Susanti, N.,Halin,H., Kurniawan,M. (2017). Pengaruh Bauran Pemasaran (4P) Terhadap Keputusan Pembelian Perumahan PT.Berlian Bersaudara Propertindo. *Jurnal Ilmiah Ekonomi Global Masa Kini*, Vol8, No.01.
- Thaker, H. M. T., & Sakaran, K. C. (2016). Periotisation of Key Attributes Influencing the Decision to Purchase a Residential Property in Malaysia; an Analytical Hierarchy Process

- (AHP) Approach. *International Journal of Housing Markets and Analysis*. Vol. 9, pp. 446-467.
- Wang, X., Yang, Z. (2008) "Does country-of-origin matter in the relationship between brand
- Wariki,G.M., Mananeke,L. (2015). Pengaruh Bauran Promosi, Persepsi Harga dan Lokasi Terhadap Keputusan Pembelian dan Kepuasan Konsumen Pada Perumahan Tamansari Metropolitan Manado, *Jurnal EMBA*, Vol.3, No.2, Hal.1073-1085
Yogyakarta:Gava Media
- Zanjabila, R., Hidayat, R. (2017). Analisis Pengaruh Social Media Marketing Terhadap Keputusan Pembelian bandung Techno Park, *Journal of Applied Science*, Vol.3, No.2, Page 368