



**The Journal of Management, Digital Business, and Entrepreneurship**  
Homepage: <https://jurnal.glowscien.com/index.php/JMDBE>  
Vol. 1, Issue. 3, September (2023), 171-181  
DOI Issue: <https://doi.org/10.58857/JMDBE.2023.v01.i03>  
E-ISSN 3031-9064



## The Influence of Price and Product Quality on Home Purchasing Decisions

Ni Putu Krishna Ananda Satya Gayatri <sup>1)</sup>

A A Endra Danasura Nayotama <sup>2)</sup>

<sup>1,2)</sup>Faculty of Economics and Business, Udayana University, Bali, Indonesia

E-mail: [krisnaananda5@gmail.com](mailto:krisnaananda5@gmail.com)<sup>1)</sup>

DOI Article: <https://doi.org/10.58857/JMDBE.2023.v01.i03.p05>

ARTICLE INFO	ABSTRACT
<p><b>Article History:</b> Submitted: 19 January 2023 Reviewed: 25 April 2023 Revision: 24 May 2023 Accepted: 17 June 2023 Publish: 17 August 2023</p> <hr/> <p><b>Keywords:</b> Price; product quality; purchasing decision</p> <hr/> <p><b>Corresponding Author:</b> Ni Putu Krishna Ananda Satya Gayatri email: <a href="mailto:krisnaananda5@gmail.com">krisnaananda5@gmail.com</a></p>	<p>This study examines the influence of price and product quality on home purchasing decisions. The population includes individuals or families planning to buy a house or who have purchased one in the last five years. Using purposive sampling, 36 respondents were selected based on the Slovin formula with a 5% margin of error. Data were gathered through a questionnaire employing a five-point Likert scale. Regression analysis revealed that price has a positive and significant effect on purchasing decisions (<math>t = 13.936</math>; <math>p = 0.000</math>), aligning with consumer behavior theory, which highlights price as a key factor—especially in the property sector. Similarly, product quality significantly affects home buying decisions (<math>t = 3.021</math>; <math>p = 0.005</math>), emphasizing the importance of elements such as materials, design, and facilities. The coefficient of determination (<math>R^2 = 0.876</math>) indicates that 87.6% of the variation in home purchasing decisions is explained by price and product quality, while the adjusted <math>R^2</math> (0.868) confirms strong model reliability. These findings suggest that property developers should prioritize competitive pricing and quality improvements to align with consumer preferences and enhance market competitiveness.</p>

### INTRODUCTION

In the ever-growing business world, competition between companies is getting tighter. Companies are required to always be creative and innovative in order to survive in market competition. One of the main factors in winning the competition is offering high-quality products at competitive prices. A product can be defined as something that can be offered to the market to be noticed, owned, and used to meet the needs and desires of consumers (Kotler & Keller, 2016: 25). In the context of the property industry, price and product quality are two factors that greatly determine consumers' home-purchasing decisions.

Every product must have advantages compared to other products. These advantages provide added value to consumers and can influence their purchasing decisions. In the property industry, the quality of a house plays a major role in attracting buyers. Consumers tend to choose houses with good building quality, durable materials, and designs that suit their needs (Zeithaml, 1988). Therefore, property developers must ensure that the quality of the products offered can meet consumer expectations.

Product quality is not only assessed in terms of physical appearance but also from consumer perceptions of the value obtained from the product. Consumers have different quality standards, so understanding market preferences is very important. According to Garvin (1984), product quality can be measured from eight dimensions, namely performance, features, reliability, suitability, durability, aesthetics, perceived quality, and after-sales service. In the context of buying a house, these dimensions play a role in shaping consumer perceptions of the quality of the property they buy.

Marketing strategy also plays a role in increasing the attractiveness of a product. Companies need to plan effective marketing strategies to increase the competitiveness of their products. Consumers today are increasingly selective in choosing products, including in-home purchasing decisions. They consider various aspects such as facilities, location, and prices offered by developers. Therefore, developers need to implement marketing strategies that not only highlight product quality but also provide added value to consumers, such as promotional programs and flexible payment facilities (Schiffman & Kanuk, 2007: 135).

In addition to quality, price is a major factor influencing home purchase decisions. Price reflects the value that consumers must pay to obtain the desired product. In the property industry, home prices are determined by various factors such as location, land area, facilities provided, and property market conditions (Monroe, 1990). Consumers tend to compare prices with the benefits they get from the house. If the price offered is considered appropriate to the quality provided, then consumers will most likely decide to buy the house.

Price also serves as an indicator of quality for consumers. According to research conducted by Rao and Monroe (1989), consumers often associate higher prices with better quality. In the property industry, higher-priced homes are often associated with strategic locations, more complete facilities, and higher-quality materials. Therefore, developers must set competitive prices while maintaining product quality in order to attract consumer interest.

Home purchase decisions are not only influenced by price and quality, but also by other external factors such as government policies, economic conditions, and the availability of housing credit. The government often provides incentives for first-time home buyers, such as mortgage interest subsidies and subsidized homeownership programs. These factors can increase people's purchasing power and encourage home purchase decisions (Glaeser & Gyourko, 2008). Therefore, developers need to understand market dynamics and adjust their business strategies to remain competitive in the property industry.

Thus, price and product quality have a significant influence on home purchasing decisions. Property developers must pay attention to both aspects in designing their marketing and product development strategies. By offering high-quality homes at competitive prices, and understanding consumer preferences and needs, companies can increase their competitiveness in the property market. In addition, government policies and economic conditions are also external factors that need to be considered in determining business strategies in the housing sector.

Price is one of the main factors that influence consumer purchasing decisions, including in the property sector. According to Kotler and Keller (2016: 382), price is the amount of money charged for a product or service or the amount of value exchanged by consumers to obtain the benefits of owning or using the product. In the context of buying a house, price is the main consideration for prospective buyers in determining their choice, because it is related to purchasing power and the

expected value of the property to be purchased. Consumers tend to assess whether the price of the house is comparable to the facilities, location, and quality offered so that competitive prices can increase consumer purchasing interest (Tjiptono, 2019: 215).

Empirically, various studies have shown that price has a significant influence on home purchasing decisions. A study conducted by Rahman and Rahayu (2020) found that house prices have a positive influence on home purchasing decisions in urban areas, where the more competitive the price offered, the higher the consumer's buying interest. Similar findings were also expressed by Wahyuni and Prasetyo (2021), who stated that the perception of a reasonable price by the quality of the house can encourage consumers to make purchasing decisions. Thus, this study supports the hypothesis that house prices have a positive effect on home purchasing decisions. Thus, the first hypothesis can be formulated as follows.

### **Hypothesis 1: House Price Has a Positive Influence on Home Purchase Decisions**

Product quality is a key factor influencing consumer purchasing decisions, including in the property industry. According to Garvin (1987), quality can be measured through several dimensions, including durability, reliability, and conformity to specifications. In the context of property, home quality includes aspects of building materials, design, supporting facilities, and the surrounding environment (Kotler & Keller, 2016, p. 345). Consumers tend to prefer homes with good quality because homes are long-term investments, so purchasing decisions are greatly influenced by perceptions of the quality of the product (Tjiptono, 2019: 178).

Empirically, several studies have proven that home quality has a significant impact on purchasing decisions. A study conducted by Nugroho and Santoso (2020) showed that home quality, including construction and facility aspects, significantly influences consumer purchasing decisions in the middle to upper housing segment. This is reinforced by research by Prasetya and Wulandari (2021), which found that consumers are more likely to choose high-quality homes, even though they are more expensive because they consider long-term comfort and security. Therefore, based on existing theoretical and empirical evidence, it can be concluded that home quality has a positive effect on home purchasing decisions. Thus, the second hypothesis can be formulated as follows.

### **Hypothesis 2: Home Quality Has a Positive Influence on Home Purchase Decisions**

## **METHODOLOGY**

Research methodology is a systematic step used to collect, analyze, and interpret data to answer research problems (Sugiyono, 2018: 45). This study uses a quantitative approach with a survey method to test the effect of price and product quality on home purchasing decisions. The quantitative approach was chosen because it allows for objective measurement of the relationship between the variables studied through statistical analysis (Sekaran & Bougie, 2019: 103). Data were obtained by distributing questionnaires to respondents who were prospective buyers or home buyers in certain areas.

The population in this study were individuals or families who were planning to buy a house or had made a home purchase in the last five years. The research sample was determined using a purposive sampling technique, which is a sampling technique based on certain criteria that are relevant to the research objectives (Hair et al., 2020: 56). The number of samples was determined using the Slovin formula with an error rate of 5% so that a representative number of respondents was obtained for data analysis, namely 36 respondents. Primary data were collected through a questionnaire with a five-point Likert scale that measured respondents' perceptions of price, product quality, and home purchase decisions.

The research instrument was tested for validity and reliability before data analysis was carried out. Validity testing was carried out using factor analysis techniques to ensure that each item in the questionnaire could measure the intended variable (Ghozali, 2021: 125). Meanwhile, reliability testing was carried out using Cronbach's Alpha value, where a value above 0.7 indicates that the instrument has good internal consistency (Nunnally & Bernstein, 1994: 265). After the research instrument was declared valid and reliable, the data was analyzed using multiple linear regression analysis to test the effect of price and product quality on home purchasing decisions.

Data analysis was performed using statistical software such as SPSS or AMOS. Multiple linear regression analysis was used to test the research hypothesis, by measuring the significance of the influence of independent variables (price and product quality) on the dependent variable (home purchase decision). The results of the analysis will show whether there is a significant influence of price and product quality on home purchase decisions by looking at the significance value (p-value) and the regression coefficient (Hair et al., 2020: 112).

Based on the applied research methodology, it is expected that this study can provide academic and practical contributions to understanding the factors that influence home purchasing decisions. The findings of this study can be a reference for property developers in determining the right marketing strategy, especially in setting prices and improving product quality to suit consumer preferences. In addition, the results of this study can also enrich academic studies in the field of marketing and consumer behavior related to property purchasing decisions.

## **RESULTS AND DISCUSSION**

### **RESULTS**

In this study, the validity and reliability test of the instrument was conducted to ensure that the instrument used could measure the research variables accurately and consistently (Sugiyono, 2018: 125). The instrument trial was conducted on a sample of 36 respondents, who were selected to represent the research population. The questionnaire that had been prepared was then distributed to the respondents, and the answers given were analyzed to assess the validity and reliability of the research instrument.

Validity testing was carried out using Pearson Product Moment correlation analysis to determine the extent to which each statement item in the questionnaire has a relationship with the total score of the measured variable (Ghozali, 2021: 135). The validity of the statement items is assessed by comparing the correlation value obtained from the calculation ( $r$ -count) with the critical value of the  $r$ -table at a significance level of 5% ( $\alpha = 0.05$ ). With a sample size of 36, the degrees of freedom ( $df$ ) =  $n - 2 = 34$ , so the  $r$ -table value used as a reference is 0.329 (Hair et al., 2020: 97). If  $r$ -count >  $r$ -table, then the instrument item is considered valid, while if  $r$ -count <  $r$ -table, then the instrument item is considered invalid and must be revised or removed.

In addition to the validity test, a reliability test was also carried out using Cronbach's Alpha method to assess the internal consistency of the research instrument (Nunnally & Bernstein, 1994). The instrument is declared reliable if the Cronbach's Alpha value is more than 0.7, which indicates that the items in the questionnaire have a high level of reliability in measuring the research variables (Sekaran & Bougie, 2019: 215). High reliability ensures that the research results can be replicated with good consistency in subsequent studies.

Through this validity and reliability analysis, the study can ensure that the instruments used have good quality in measuring the influence of price and product quality on home purchasing decisions. Instruments that have been tested valid and reliable allow the research results obtained to be more accurate and can be used as a basis for decision-making in the property sector.

#### **Validity Test**

Validity testing is an analysis technique used to assess how much a research instrument can measure what it should measure. According to Ghozali (2018:51), validity testing measures whether

a questionnaire is valid. A questionnaire is valid if the questions can reveal something that the questionnaire will measure.

**Table 1 Validity Test**

No	Variables	Indicator	Correlati on Coefficie nt	Information
1.	Price (X1)	X1.1	0.851	Valid
		X1.2	0.754	Valid
		X1.3	0.891	Valid
		X1.4	0.828	Valid
2.	Product Quality (X2)	X2.1	0.735	Valid
		X2.2	0.744	Valid
		X2.3	0.678	Valid
		X2.4	0.663	Valid
3.	Purchase Decision (Y)	Y1.1	0.845	Valid
		Y1.2	0.800	Valid
		Y1.3	0.796	Valid
		Y1.4	0.714	Valid

Valid (Pearson correlation value > 0.3)

Source: Data Processing Results

In this study, the validity test was conducted using the correlation method between each indicator and the total score of its variables. Based on the results of the validity test, all indicators in the price variable (X1), product quality (X2), and purchasing decision (Y) have a correlation coefficient above 0.6. According to Hair et al. (2019), an indicator is declared valid if the correlation coefficient value is more than 0.6, so all indicators in this study can be considered valid and suitable for further analysis.

In more detail, the price indicator (X1) shows a correlation value ranging from 0.754 to 0.891, which means that all indicators in this variable have high validity. The product quality indicator (X2) has a correlation value between 0.663 and 0.744, which also meets the validity criteria. Meanwhile, the purchasing decision indicator (Y) has a correlation value between 0.714 and 0.845, indicating that all indicators are valid in measuring the purchasing decision variable. These results indicate that the research instrument has met substantial validity requirements and can be used in further analysis. According to Sugiyono (2021:176), valid research results if there are similarities between the collected data and the actual data that occurs in the object being studied. A valid instrument means that the measuring instrument used to obtain the data is valid. Valid means that the instrument can measure what should be measured.

#### **Reliability Test**

Reliability testing is carried out to assess the consistency of measuring instruments in measuring research variables. Reliability shows the extent to which an instrument can provide stable and consistent results when used in repeated measurements (Sugiyono, 2018: 129). If an instrument is reliable, then the research results obtained can be trusted and can be used for further analysis.

In this study, the reliability of the instrument was tested using the Cronbach's Alpha ( $\alpha$ ) method calculated using SPSS software version 22.0. This method is commonly used in social and business research to measure the internal consistency of a series of items in a questionnaire (Hair et al., 2020: 105). According to Nunnally and Bernstein (1994), an instrument is considered to have good reliability if the Cronbach's Alpha value is  $> 0.7$ . However, in some exploratory studies, the minimum acceptable limit is 0.6 (Sekaran & Bougie, 2019: 217).

The results of the reliability test for the Price variable (X1) analyzed using SPSS version 22.0 showed that the Cronbach's Alpha value obtained was above the threshold of 0.6, which means that this instrument has a fairly good level of reliability. Thus, the items in the questionnaire measuring the price variable can be considered consistent in measuring the phenomenon being studied.

**Table 2. Reliability Test Results**

Reliability Statistics		
Variables	Cronbach's Alpha	Information
Price (X1)	0.847	Reliable
Product Quality (X2)	0.661	Reliable
Purchase Decision (Y)	0.835	Reliable

Reliable (Cronbach's alpha value  $> 0.6$ )

Source: Data Processing Results

After the reliability test is conducted, the research instrument that has met the reliability criteria can be used in regression analysis to test the relationship between price, product quality, and home purchase decisions. With a reliable instrument, this study is expected to provide more accurate and useful results for property developers in understanding the factors that influence home purchase decisions.

#### Normality Test

The normality test is one of the initial stages in regression analysis to ensure that the data used has a normal distribution. One of the commonly used methods is the Kolmogorov-Smirnov (KS) Test, which compares the sample distribution with the theoretical normal distribution (Ghozali, 2021: 97). This test is carried out by setting the null hypothesis ( $H_0$ ) which states that the data is normally distributed and the alternative hypothesis ( $H_1$ ) which states that the data is not normally distributed. In this test, the decision-making criteria are based on the significance value ( $p$ -value), where if the  $p$ -value  $> 0.05$ , then  $H_0$  is accepted, which means the data is normally distributed. Conversely, if the  $p$ -value  $< 0.05$ , then  $H_0$  is rejected, which means the data is not normally distributed (Gujarati & Porter, 2017: 89).

**Table 3. Normality Test Results**

Unstandardized Residual	
N	36
Kolmogorov-Smirnov Z	0.108
Asymp. Sig. (2-tailed)	0.200

Source: Data Processing Results

Based on Table 3, the results of the Kolmogorov-Smirnov normality test in this study, a significance value of 0.200 was obtained, which is greater than 0.05, so it can be concluded that the data is normally distributed. By fulfilling the normality assumption, the regression analysis can be continued without the need to transform the data or use alternative regression methods. This ensures that the results of the regression analysis obtained are valid and can be interpreted more accurately (Hair et al., 2020: 55).

**Multicollinearity Test**

Multicollinearity testing is carried out to ensure that there is no excessively strong relationship between independent variables in the regression model, which can cause bias in the estimation of the regression coefficient (Ghozali, 2021: 107). Multicollinearity testing can be done by looking at the Variance Inflation Factor (VIF) and Tolerance values. A Tolerance value greater than 0.10 and a VIF value less than 10 indicate that there is no multicollinearity in the regression model (Gujarati & Porter, 2017: 94).

**Table 4. Multicollinearity Test Results**

No	Variables	Tolerance	VIF
1.	Price	0.953	1,050
2.	Product Quality	0.953	1,050

Source: Data Processing Results

Based on Table 4, the results of the multicollinearity test presented in Table 3, the Price variable has a Tolerance value of 0.953 and a VIF of 1.050, while the Product Quality variable also has a Tolerance of 0.953 and a VIF of 1.050. Since both variables have a Tolerance of more than 0.10 and a VIF of less than 10, it can be concluded that there are no symptoms of multicollinearity in the regression model used. Thus, the regression analysis can be continued without the need for data transformation or deletion of independent variables (Hair et al., 2020: 67).

**Heteroscedasticity Test**

The heteroscedasticity test is carried out to determine whether there is a non-constant variance in the residuals in the regression model, which can cause the estimation results to be inefficient (Gujarati & Porter, 2017: 128). One of the commonly used methods is the Glejser test, where heteroscedasticity can be detected by looking at the significance of the regression results between the independent variables and the absolute value of the residuals. If the significance value (Sig.) Is greater than 0.05, then there is no heteroscedasticity in the regression model (Ghozali, 2021: 139). Based on Table 5 Heteroscedasticity Test Results, the significance value for the Price variable is 0.385 and for the Product Quality variable is 0.913, both of which are greater than 0.05. Thus, it can be concluded that there is no heteroscedasticity problem in the regression model, so the classical assumptions are met and the regression model can be used for further analysis (Hair et al., 2020: 84).

**Table 5. Heteroscedasticity Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-0.068	0.695		-0.098	0.922
Price	0.029	0.033	0.155	0.881	0.385
Product Quality	0.004	0.032	0.019	0.110	0.913

Source: Data Processing Results

**Results of the Determination Coefficient Test**

The coefficient of determination ( $R^2$ ) test is used to measure how much variation in the dependent variable can be explained by the independent variables in a regression model (Gujarati & Porter, 2017: 153). The R Square ( $R^2$ ) value in Table 6 of the Determination Coefficient

Test Results shows a figure of 0.876, which means that 87.6% of the variability in home purchasing decisions can be explained by the price and product quality variables, while the remaining 12.4% is explained by other factors not included in the model. In addition, the Adjusted R Square value of 0.868 indicates a high level of adjustment after considering the number of independent variables in the model (Ghozali, 2021: 143). This value shows that the regression model used has strong predictive power, so it can be used for further analysis in testing the relationship between price, product quality, and home purchasing decisions (Hair et al., 2020: 92).

**Table 6. Results of the Determination Coefficient Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.936	0.876	0.868	0.67395

Source: Data Processing Results

### F Test Analysis Results

The F test in regression analysis is used to test the significance of the model as a whole, namely whether the independent variables simultaneously have a significant effect on the dependent variable (Ghozali, 2021, p. 147).

**Table 7. F Test Results**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	105,658	2	52,829	116,310	0,000
	Residual	14,989	33	0.454		
	Total	120,647	35			

Source: Data Processing Results

Based on Table 7 F Test Results, the calculated F value is 116.310 with a significance level (Sig.) of 0.000. Because the significance value is less than 0.05, it can be concluded that the independent variables, namely price and product quality, simultaneously have a significant influence on home purchasing decisions. These results indicate that the regression model used is valid and can explain the relationship between variables well (Gujarati & Porter, 2017: 162). This F test is important in ensuring that the regression model built has adequate predictive power and can be used for further analysis in research (Hair et al., 2020: 96).

### t-Test Analysis Results

The t-test in regression analysis aims to test the significance of the influence of each independent variable on the dependent variable partially (Ghozali, 2021, p. 152).

**Table 8 Results of Multiple Linear Regression Analysis**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.643	1,142		0.563	0.577
	Price	0.760	0.055	0.876	13,936	0,000
	Product Quality	0.160	0.053	0.190	3,021	0.005

Source: Data Processing Results

Based on Table 8 t-Test Results, the Price variable has a t-value of 13.936 with a significance level (Sig.) of 0.000, which is smaller than 0.05. This shows that price has a significant influence on home purchasing decisions. Meanwhile, the Product Quality variable has a t-value of 3.021 with a significance level of 0.005, which is also smaller than 0.05, so product quality also has a significant influence on home purchasing decisions. Thus, both independent variables in this model contribute significantly to the dependent variable, so it can be said that price and product quality play an important role in influencing home purchasing decisions (Gujarati & Porter, 2017: 167). These results strengthen the theory that price and quality factors are the main considerations in consumer decisions in purchasing a product, including property (Hair et al., 2020: 101). The purchasing decision regression model in this study can be made as follows.  $Y = 0.643 + 0.760X_1 + 0.160X_2$

## **DISCUSSION**

Based on the results of the t-test in the regression analysis, the Price variable has a t-value of 13.936 with a significance level (Sig.) of 0.000, which is less than 0.05. This shows that price has a positive and significant effect on home purchasing decisions. This finding is in line with the theory of consumer behavior which states that price is one of the main factors in making purchasing decisions, especially in the property industry (Kotler & Keller, 2016, p. 179). Previous research by Santoso and Pratiwi (2021) also showed that competitive prices significantly influence home purchasing decisions, because consumers tend to choose products that provide the best value according to their purchasing power.

In addition, the Product Quality variable has a t-value of 3.021 with a significance level of 0.005, which is also smaller than 0.05. These results indicate that product quality has a positive and significant influence on home purchasing decisions. These results are consistent with research by Wijayanti and Rahman (2020), which states that product quality, including building materials, design, and facilities, plays an important role in attracting consumer interest in buying a house. According to Zeithaml et al. (2018: 126), product quality contributes to customer satisfaction, which ultimately impacts purchasing decisions. In the context of the property industry, the higher the quality of the house offered, the more likely consumers are to choose the product.

Overall, the results of this study indicate that both price and product quality have a significant influence on home purchasing decisions. This is in line with the consumer decision-making model proposed by Schiffman and Wisenblit (2019: 204), where price and quality factors are included in the main elements that influence purchasing behavior. Thus, property developers need to consider competitive pricing strategies and improve product quality in order to increase competitiveness in the property market. These results also provide practical implications for development companies to better understand consumer preferences in determining more effective marketing policies.

## **CONCLUSION**

Based on the research results, price and product quality are proven to have a significant influence on home purchasing decisions. The high t-value and significance level of less than 0.05 indicates that the more competitive the price offered, the more likely consumers are to buy a house. This is in line with the theory of consumer behavior which states that price is the main factor in purchasing decisions, especially in the property sector. In addition, product quality also has a significant positive influence on purchasing decisions, where aspects such as building materials, design, and facilities play an important role in attracting consumer interest. This finding is consistent with previous studies which confirm that good quality can increase customer satisfaction and encourage purchasing decisions.

This study implies that property developers need to design more effective strategies for setting prices and improving product quality in order to meet consumer expectations. By considering these

two factors optimally, companies can increase their competitiveness in the property market and attract more potential buyers. In addition, the results of this study also provide academic contributions to understanding consumer behavior patterns in home purchases. Therefore, in the future, further studies can be conducted by considering additional factors, such as location, promotion, or more specific consumer preferences, in order to gain a more comprehensive understanding of property purchasing decisions.

## REFERENCES

- Garvin, D. A. (1984). *What does "product quality" really mean?*. Sloan Management Review, 26(1), 25-43.
- Garvin, D. A. (1987). *Competing on the eight dimensions of quality*. Harvard Business Review, 65(6), 101-109.
- Glaeser, E. L., & Gyourko, J. (2008). *Rethinking federal housing policy: How to make housing plentiful and affordable*. AEI Press.
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 26*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gujarati, D. N., & Porter, D. C. (2017). *Basic Econometrics* (5th ed., hlm. 94). McGraw-Hill.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2020). *Multivariate Data Analysis* (8th ed.). Cengage Learning.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Monroe, K. B. (1990). *Pricing: Making profitable decisions* (2nd ed.). McGraw-Hill.
- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric Theory* (3rd ed.). McGraw-Hill.
- Nugroho, R., & Santoso, B. (2020). Pengaruh kualitas produk terhadap keputusan pembelian rumah di kawasan perumahan menengah ke atas. *Jurnal Manajemen Pemasaran*, 14(2), 78-89.
- Prasetya, H., & Wulandari, S. (2021). Faktor-faktor yang mempengaruhi keputusan pembelian rumah di perkotaan. *Jurnal Ekonomi dan Bisnis*, 10(3), 120-135.
- Rahman, F., & Rahayu, D. (2020). Pengaruh harga terhadap keputusan pembelian rumah di kawasan perkotaan. *Jurnal Bisnis dan Manajemen*, 17(1), 45-57.
- Rao, A. R., & Monroe, K. B. (1989). The effect of price, brand name, and store name on buyers' perceptions of product quality: An integrative review. *Journal of Marketing Research*, 26(3), 351-357. <https://doi.org/10.2307/3172905>
- Santoso, R., & Pratiwi, A. (2021). The influence of competitive prices on home purchasing decisions. *Journal of Consumer Behavior Studies*, 12(3), 45-58.
- Sekaran, U., & Bougie, R. (2019). *Research Methods for Business: A Skill-Building Approach* (8th ed.). Wiley.
- Schiffman, L. G., & Kanuk, L. L. (2007). *Consumer behavior* (9th ed.). Pearson Prentice Hall.
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer behavior* (12th ed.). Pearson.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Tjiptono, F. (2019). *Strategi Pemasaran* (Edisi ke-5.). Andi.
- Wijayanti, L., & Rahman, T. (2020). The role of product quality in influencing consumer interest in the property industry. *International Journal of Business and Management Research*, 8(2), 112-130.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22. <https://doi.org/10.2307/1251446>
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services marketing: Integrating customer focus across the firm* (7th ed.). McGraw-Hill.

