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THE INFLUENCE OF BRAND IMAGE, PROMOTIONS AND PRICES ON HOUSING PURCHASE DECISIONS AT AMALIA PLAINS HOUSE GOWA

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Abstract: This research aims to determine (a) The influence of brand image, promotion and price, partially on housing purchase decisions at Amalia Plains House Gowa (b) The influence of brand image, promotion and price, simultaneously on housing purchase decisions at Amalia Plains House Gowa (c) the most dominant variable among the influences of brand image, promotion and price on housing purchase decisions at Amalia Plains House Gowa. The sample in this research was all consumers at Amalia Hills Gowa Housing, namely 85, the research used multiple linear regression analysis methods with data collection using a questionnaire with a Likert scale. The results of the research show that (a) brand image, promotion and price, partially influence the decision to purchase housing at Amalia Plains House Gowa (b) brand image, promotion and price, simultaneously have a positive and significant influence on the decision to purchase housing at Amalia Plains House Gowa (c) The variable that has the most dominant influence on housing purchase decisions at Amalia Plains House Gowa is price.

Keywords: Brand Image, Price Promotion and Purchasing Decisions.

A. Introduction

Subsidized housing is one solution to addressing the housing challenges faced by communities in Indonesia, particularly in South Sulawesi. With high rates of

urbanization and rapid population growth, the need for affordable housing is increasingly pressing. Data from the Central Statistics Agency (BPS) shows that the need for housing in Indonesia reached



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13.5 million units in 2020, and this figure is expected to continue to increase as population growth is not matched by adequate land and infrastructure availability (BPS, 2020). In this context, subsidized housing is a primary option for low-income communities, who are often constrained by the high costs of commercial housing. Over time, brand image, promotion, and price have become key factors influencing purchasing decisions for subsidized housing. A strong brand image can increase consumer trust in a product. According to research by (Farhat & Marnas, 2022), brand image plays a crucial role in shaping consumer perceptions of the quality of the products offered. This suggests that developers who can build a positive image will more easily attract consumers to purchase the housing they offer. Promotion also plays a crucial role in attracting potential buyers. Various promotional strategies, such as discounts, installment plans, and social media advertising, can increase the attractiveness of housing products. Research by (Salam & Chandra, 2019) shows that an effective promotional mix can increase home purchase decisions. The right promotional strategy not only increases product visibility but also creates a sense of urgency for consumers to make a decision quickly.

Price is an equally important factor in housing purchasing decisions. In the context of subsidized housing, affordability is a key attraction for the public. (Daud, 2018) noted that the perception of competitive prices can significantly influence purchasing decisions. By setting prices that meet people's budgets and needs, subsidized housing developers can increase sales and meet market demand.

People often have high expectations for subsidized housing, particularly regarding the quality and amenities offered. However, in reality, not all subsidized housing meets these expectations. Therefore, this research is important to better understand the influence of brand image, promotion, and price on purchasing decisions for subsidized housing, as well as to provide recommendations to developers on improving the competitiveness of their products. In recent years, the development of subsidized housing in South Sulawesi has shown a positive trend. Regional and central governments have focused more on subsidized housing programs as part of efforts to meet the housing needs of low-income communities. According to data from the Ministry of Public Works and Public Housing, in 2021, South Sulawesi recorded the construction of more than 10,000 subsidized housing units, a significant increase compared to the previous year (Kementerian PUPR, 2021).

The government has issued various facilities to support subsidized housing for low-income groups. This is due to the continued rise in house prices, requiring hundreds of millions, even billions of Rupiah, to simply own a livable home. In Indonesia, many families, both in urban areas and in remote villages, still lack their own homes. To address this problem, the government launched a program called the National One Million Homes Program. One solution offered by the government is to provide subsidized housing at affordable prices and installments. These houses are categorized as Housing Financing Liquidity Facility (FLPP), or more commonly referred to as subsidized housing. The trend in subsidized housing development is also

influenced by changes in consumer behavior, leading to increasingly tech-savvy consumers. People now increasingly seek housing information through the internet and social media. This requires developers to adapt their marketing strategies to reach a wider audience. Research by (Sugianto & Ginting, 2020a) shows that using social media to promote housing can increase visibility and attract younger consumers. The phenomenon in the subsidized housing market shows that purchasing decisions are influenced not only by price but also by brand image and developer promotions. Many consumers prefer housing products based on a well-known and trusted brand image. This aligns with research by (Soumena & Qayyum, 2022), which found that word of mouth and brand image significantly influence property purchasing decisions.

Research by (Salam & Chandra, 2019) shows that developers who have built a good brand image can more easily attract the attention of potential buyers. For example, developers known for quality products and good service are more often recommended by consumers to others. This phenomenon indicates that brand image not only directly influences purchasing decisions but also through word of mouth. In the housing industry, brand image is often built through various marketing strategies, including advertising, promotions, and participation in community events. Developers who actively build relationships with the community and maintain their reputation are better able to create a positive image in the eyes of consumers. This aligns with Hidayat's (2020) findings, which state that developers with a strong presence on social media and

in the local community tend to have a better brand image. Promotion is a crucial element of the marketing mix that can influence housing purchasing decisions. In the subsidized housing industry, the right promotional strategy can attract consumers' attention and encourage them to make a purchasing decision. Research by (Daud, 2018) shows that attractive promotions, such as discounts and installment plans, can increase consumer interest in housing. Housing developers often use various types of promotions to attract potential buyers. For example, some developers offer cashback programs or bonus amenities like home furnishings to attract consumers. Research by (Sugianto & Ginting, 2020) found that effective promotions can increase product appeal and significantly influence purchasing decisions. Price is a key factor influencing housing purchasing decisions, particularly in the context of subsidized housing. In many cases, affordability is a key attraction for low-income communities. According to research by (Hidayat, 2020), the perception of competitive pricing can significantly influence purchasing decisions. This suggests that developers need to set prices that align with the community's budget and needs.

In the subsidized housing industry, developers often face challenges in determining the right price. They need to consider various factors, including construction costs, location, and offered amenities. Research by Wijayanti and Srihandayani (2015) shows that product quality and location also influence consumer price perceptions. Therefore, developers need to ensure that the price offered is commensurate with the quality

and amenities provided. PT. Amalia Pratama Perkasa is a developer in Gowa that builds housing with various models and types of houses and guarantees quality, building design, comfort, while not neglecting the element of satisfactory service and meeting the needs of the community today. There are two products offered by this company: subsidized housing and commercial housing. Subsidized housing is a million-home program from the government for the lower-middle class with relatively affordable prices. Meanwhile, commercial housing is housing intended for people or the upper-middle class, meaning they can afford to pay for a house according to their income. One of the subsidized housing owned by PT Amalia Pratama Perkasa is the Amalia Plains House Housing. PT. Amalia Pratama Perkasa is building a subsidized type 36 housing complex, which is subsidized by the government, offering lower prices than non-subsidized housing. This aims to enable lower-middle-class residents to purchase affordable housing. The Amalia Plains House Gowa housing complex has been built in four phases, with 85 homes completed. This research is crucial, given that subsidized housing is one solution to meet the housing needs of the community, particularly those with low incomes. By understanding the influence of brand image, promotion, and price on purchasing decisions, developers can formulate more effective marketing strategies that align with market needs. This is expected to increase sales of subsidized housing and positively contribute to the provision of adequate housing for the community.

B. Materials and Methods

This research approach uses a quantitative method with a survey that takes samples from one population and uses a questionnaire as the main (primary) data collection tool. The population in this study is consumers of subsidized housing at Amalia Plains House Gowa Housing, namely 85 people. The sampling method used is a purposive sampling technique using a saturated sample sample, namely the entire population is a sample of 85 people. The data analysis technique used is descriptive analysis and multiple linear regression analysis starting with validity and reliability tests, normality tests, multicollinearity tests, heteroscedasticity tests, multiple linear regression analysis, t-tests and F-tests.

C. Result and Discussion

Result

PT. Amalia Pratama Perkasa, a housing developer, has declared itself a specialist developer of subsidized housing to be able to focus more on producing high-quality, classy subsidized housing products.

Validity Test

Validity testing aims to determine the accuracy and precision, and whether or not an instrument (questionnaire) is valid in research. An indicator in a questionnaire is considered valid if the questions or statements in the questionnaire can measure a variable in the research. That is, if the calculated r value is greater than the table r value, the instrument is considered valid.

Table 1. Validity Test Results

| Variables | Item | Corrected Item (R-count) | R-table | Information |
|-----------------------|------|--------------------------|---------|-------------|
| Brand Image (X1) | X1.1 | 0.887 | 0.234 | Valid |
| | X1.2 | 0.880 | 0.234 | Valid |
| | X1.3 | 0.783 | 0.234 | Valid |
| | X1.4 | 0.781 | 0.234 | Valid |
| | X1.5 | 0.887 | 0.234 | Valid |
| | X1.6 | 0.880 | 0.234 | Valid |
| Promotion (X2) | X2.1 | 0.821 | 0.234 | Valid |
| | X2.2 | 0.858 | 0.234 | Valid |
| | X2.3 | 0.890 | 0.234 | Valid |
| | X2.4 | 0.864 | 0.234 | Valid |
| | X2.5 | 0.890 | 0.234 | Valid |
| | X2.6 | 0.864 | 0.234 | Valid |
| Price (X3) | X3.1 | 0.867 | 0.234 | Valid |
| | X3.2 | 0.930 | 0.234 | Valid |
| | X3.3 | 0.923 | 0.234 | Valid |
| | X3.4 | 0.930 | 0.234 | Valid |
| | X3.5 | 0.923 | 0.234 | Valid |
| | X3.6 | 0.782 | 0.234 | Valid |
| Purchase Decision (Y) | Y1.1 | 0.895 | 0.234 | Valid |
| | Y1.2 | 0.842 | 0.234 | Valid |
| | Y1.3 | 0.817 | 0.234 | Valid |
| | Y1.1 | 0.895 | 0.234 | Valid |
| | Y1.2 | 0.842 | 0.234 | Valid |
| | Y1.3 | 0.817 | 0.234 | Valid |
| | Y1.2 | 0.817 | 0.234 | Valid |
| | Y1.3 | 0.895 | 0.234 | Valid |

Source: Processed data, 2024

Based on table 1 above , the results of the instrument validity test state that by using an r-table of 0.234, all question items in the questionnaire are declared valid because overall the calculated r-results are greater than the r-table. So, the instruments of each variable Brand Image (X1), Promotion (X2), Price (X3) and Purchase Decision (Y) are declared valid as a whole and all statement items in the questionnaire can be used.

Reliability Test

Reliability refers to the degree of consistency and stability of data or findings. From a quantitative perspective, data is considered reliable if two or more researchers using the same object produce the same results. Reliability testing can be seen from the value of Cornbach's alpha for each variable. Cornbach's alpha is used to indicate respondents' consistency in responding to all statement items. In reliability testing, a questionnaire is considered reliable if the Cornbach's alpha value is greater than 0.60.

Table 2. Reliability Test Results

| Variables | Cronbach's Alpha | Information |
|-----------------------|------------------|-------------|
| Price (X1) | 0.923 | Reliable |
| Location (X2) | 0.931 | Reliable |
| Building Quality (X3) | 0.949 | Reliable |
| Purchase Decision (Y) | 0.946 | Reliable |

Source: Processed data, 2024

Based on table 2 above, the results of the questionnaire reliability test state that all variables are declared reliable because $\alpha > 0.60$. So, overall the results of the variable reliability test are declared valid, so that the questionnaire used can be trusted.

Multiple regression analysis is used to determine the relationship between independent variables and dependent variables, whether there is an influence of Brand Image (X1), Promotion (X2) and Price (X3) on purchasing decisions (Y).

Multiple Linear Regression Test

Table 3. Results of Multiple Linear Regression Analysis

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5,666 | 1,996 | | 2,839 | .006 |
| | Brand Image | .290 | .143 | .212 | 2,024 | .046 |
| | Promotion | .294 | .136 | .246 | 2,156 | .034 |
| | Price | .529 | .110 | .459 | 4,820 | .000 |

Source: Processed primary data, 2024

Based on table 3 above, the multiple linear regression equation in this study is as follows:

$$Y = 5.666 + 0.290 X_1 + 0.294 X_2 + 0.529 X_3 + e$$

The explanation of the results of the regression equation above is as follows:

1. b_0 = the constant value obtained is 5,666, meaning that if the brand image (X1), promotion (X2) and price (X3) variables are equal to 0, then the purchasing decision variable (Y) is equal to 5,666 or positive.
2. $0.290 X_1$ = the regression coefficient value on the brand image variable (X1)

is 0.290, meaning that brand image has a positive influence on purchasing decisions.

3. $0.294 X_2$ = the regression coefficient value on the promotion variable (X2) is 0.294, meaning that promotion has a positive effect on purchasing decisions.
4. $0.529 X_3$ = the regression coefficient value on the price variable (X3) is 0.529, meaning that price has a positive effect on purchasing decisions.

The multiple linear regression analysis equation shows that all independent variables have a positive and significant effect on the dependent variable. The analysis also shows that the most

influential independent variable is price, with a value of 0.529.

T-Test (Partial Test)

A t-test was conducted to determine the effect of each independent variable (brand image, promotion, and price) on the

dependent variable (purchase decision). The test was conducted by comparing the calculated t-value with the t-table. If $\alpha > 0.05$, then H_0 is accepted and H_1 is rejected. If $\alpha < 0.05$, then H_0 is rejected and H_1 is accepted.

Table 4. t -Test Results

| Model | | t | Sig. |
|-------|-------------|-------|------|
| 1 | (Constant) | 2,839 | .006 |
| | Brand Image | 2,024 | .046 |
| | Promotion | 2,156 | .034 |
| | Price | 4,820 | .000 |

Source: Processed primary data, 2024

Based on the table above, the following is an explanation of the results of the t-test (partial test), including:

1. Brand Image

The results of the T-test state that the t-count value of the brand image variable is 2.024 and the t-table value is 1.987. Based on this, the t-count value is greater than the t-table, $2.024 > 1.987$ and the significance value is $0.046 < 0.050$, so it can be concluded that price has a positive and significant effect.

2. Promotion

The results of the T-test state that the t-count value of the promotion variable is 2.156 and the t-table value is 1.987. Based on this, the t-count value is greater than the t-table, $2.156 > 1.987$ and the significance value is $0.0343 < 0.05$, so it can be concluded that the location has a positive and significant effect.

3. Price

The results of the T-test state that the t-count value of the price variable is 4.820 and the t-table value is 1.987.

Based on this, the t-count value is greater than the t-table, $4.4820 > 1.987$ and the significance value is $0.000 < 0.05$, so it can be concluded that the price has a positive and significant effect.

So, based on the results of the T test in table 6, it can be concluded that the brand image, promotion and price variables have a positive and significant effect on purchasing decisions.

F Test (Simultaneous Test)

The F-test was conducted to determine the effect of independent variables (brand image, promotion, and price) simultaneously on the dependent variable (purchase decision). The test was conducted by comparing the calculated F-score with the F-table. If the calculated F-score $>$ F-table, the hypothesis is accepted; and if the calculated F-score $<$ F-table, the hypothesis is rejected.

Table 5. F Test Results

| | Model | Sum of Squares | df | Mean Square | F | Sig. |
|---|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 2299,882 | 3 | 766,627 | 65,802 | .000 ^b |
| | Residual | 943,694 | 81 | 11,651 | | |
| | Total | 3243,576 | 84 | | | |

Source: Processed primary data, 2024

Based on table 5 above, the F test results state that the F-calculated value is 65,802 and the F-table value is 2.708. Based on this, the F-calculated value is greater than the F-table $65,802 > 2.708$ and the significance value is $0.000 < 0.05$, it can be concluded that H_0 is rejected and H_1 is accepted. So brand image, promotion and price have a simultaneous and significant positive effect on purchasing decisions.

Coefficient of Determination Test (R^2)

The Coefficient of Determination (R^2) test aims to determine the percentage influence of the independent variable (X) on the dependent variable (Y), namely brand image (X1), promotion (X2) and price (X3) on purchasing decisions (Y), as follows:

Table 6. Results of the Determination Coefficient R^2

| Model | R | R Square | Adjusted R Square | Standard Error of the Estimate |
|-------|-------------------|----------|-------------------|--------------------------------|
| 1 | .842 ^a | .709 | .698 | 3.41329 |

Source: Processed data, 2024

Based on the table above, the results of the coefficient of determination (R^2) test obtained a correlation value of $R=0.842$ which is close to 1, meaning that the influence of brand image, promotion and price on purchasing decisions is very strong. The R Square value is 0.7097, which means that the influence of brand image, promotion and price on purchasing decisions at Amalia Plains House Gowa housing is 70.9%, while the remaining 29.1% is influenced by other variables not examined in this study.

Beta Coefficient Test Results

Table 7. Beta coefficient test results

| Model | | Standardized Coefficients |
|-------|------------|---------------------------|
| | | Beta |
| 1 | (Constant) | |

| Model | Standardized Coefficients |
|-------------|---------------------------|
| | Beta |
| Brand Image | .212 |
| Promotion | .246 |
| Price | .459 |

Source: Processed data, 2024

Based on the table above, the Standardized Coefficients (Beta) value obtained for the brand image variable is 0.212, the promotion variable is 0.246, and the price variable is 0.459. These results indicate that the price variable is more dominant in influencing purchasing decisions at Amali Hills Gowa housing because it has the highest Standardized Coefficients (Beta) value compared to other variables.

Discussion

The Influence of Brand Image on Purchasing Decisions

The results of the T-test state that the t-count value of the brand image variable is 2.024 and the t-table value is 1.987. Based on this, the t-count value is greater than the t-table, $2.024 > 1.987$ and the significance value is $0.046 < 0.050$, it can be concluded that price has a positive and significant effect on the purchasing decision of Amalia Plains House housing. These findings indicate that the better *the brand image* of Amalia Plains House, the more likely consumers are to decide to purchase the property. A positive *brand image reflects consumers' perceptions of the developer's reputation, product quality, and the reliability* of the services offered, thus creating strong trust in the purchasing decision-making process.

These results align with research conducted by Fauzan et al. (2020), which found that *brand image* significantly influences consumer purchasing decisions in the property sector. In the study, developers with a positive brand image were more likely to attract consumer interest, as a good reputation was perceived as a guarantee of property quality and professional project management. (Kotler & Keller, 2016) also emphasize that *brand image* plays a crucial role in influencing consumers' value perception of a product or service. In the context of the Amalia Plains House housing complex, a positive *brand image* provides consumers with confidence that the product offered is not only high-quality but also reliable in terms of legality and investment security. This also builds loyalty and encourages positive *word of mouth* (WOM), which influences other

consumers' purchasing decisions. Therefore, housing developers like Amalia Plains House need to continuously maintain their brand image through innovation, transparency, and customer service to maintain market trust and increase their competitiveness in the property industry.

The Effect of Promotions on Purchasing Decisions

The results of the T-test state that the t-count value of the promotion variable is 2.156 and the t-table value is 1.987. Based on this, the t-count value is greater than the t-table, $2.156 > 1.987$ and the significance value is $0.0343 < 0.05$, so it can be concluded that the location has a positive and significant effect. These findings are supported by research conducted by (Putra & Dewi, 2021), who found that effective promotional strategies play a crucial role in influencing property purchasing decisions. The study identified the use of digital promotions through social media, discount offers, and flexible installment plans as successful strategies in attracting consumers, particularly within the middle-class property market segment. In the context of Amalia Plains House, consistent promotions tailored to local market characteristics, such as holding property exhibitions, offering incentive programs, or advertising through local media, can strengthen the housing market's image and influence purchasing decisions. Thus, effective promotions not only increase consumer purchasing interest but also serve as a strategic tool to strengthen the developer's competitive position in the property market. Therefore, the developer of Amalia Plains House Gowa

needs to continuously improve its integrated, market-driven promotional strategy to achieve optimal sales results.

The Influence of Price on Purchasing Decisions

The results of the T-test state that the t-count value of the price variable is 4.820 and the t-table value is 1.987. Based on this, the t-count value is greater than the t-table, $4.820 > 1.987$ and the significance value is $0.000 < 0.05$, so it can be concluded that the price has a positive and significant effect. This research aligns with the findings of a study by Prasetyo and Putri (2020), which found that price is a key determinant in property purchasing decisions. Competitive, transparent pricing that aligns with consumer expectations increases the attractiveness of housing products and encourages consumers to make purchasing decisions. This finding is supported by (Kotler & Keller, 2016), who stated that price is a crucial element in *the marketing mix* that directly influences consumers' perceptions of product value. Consumers tend to consider price as a measure of the balance between benefits received and sacrifices incurred. In the context of Amalia Plains House, a price that matches the quality, strategic location, and amenities offered increases consumers' perceptions of the home's high value, thus encouraging purchasing decisions.

The Most Dominant Influential Variable

Based on the results of statistical tests showing the *Standardized Coefficients (Beta) value*, the price variable (0.459) has the most dominant influence on home purchasing decisions at the Amalia Plains House Gowa Housing Complex, compared to the *brand image variable* (0.212) and

promotion (0.246). A higher Beta value indicates that changes in the price variable will have a greater impact on changes in consumer purchasing decisions. In this context, consumers are more likely to consider price as the main factor when deciding to purchase a property, which is a more significant differentiating factor compared to other aspects, such as brand image or promotions offered. This finding aligns with research by Putra and Suryani (2021), which showed that price is the most influential factor in purchasing decisions in the property sector, particularly in markets with varying purchasing power. In this study, affordability and appropriate quality tended to be the primary determinants of purchasing decisions. Although *the brand variable* While *image* and *promotion* also play a role in decision-making, their influence tends to be smaller than that of price. A good brand image and effective promotion will support purchasing decisions, but price remains the primary factor determining whether consumers will proceed with a purchase. Therefore, developers need to ensure that the price offered is not only competitive but also reflects value that meets consumer expectations, to maximize purchasing decisions.

D. Conclusion

Based on the results of hypothesis testing and analysis of the research conducted, it can be concluded that,

1. Brand Image partially has a positive and significant influence on the decision to purchase subsidized houses at the Amalia Plains House Gowa Housing Complex.

2. Promotion has a partial positive and significant effect on the decision to purchase subsidized houses at the Amalia Plains House Gowa Housing Complex.
3. Price has a partial positive and significant effect on the decision to purchase subsidized houses at the Amalia Plains House Gowa Housing Complex.
4. Brand image, promotion and price simultaneously have a positive and significant influence on the decision to purchase subsidized houses at the Amalia Plains House Gowa Housing Complex.
5. The variable that has the most dominant influence on the decision to purchase a subsidized house at the Amalia Plains House Gowa Housing Complex is price.

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