

The Influence of Location, Price, and Product Quality on Purchase Decisions in *The Hermawan Village Housing*, Kediri Regency

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Abstract

Research aim:

This study aims to analyze how location, price, and product quality individually and collectively influence the decision to purchase a housing unit at The Hermawan Village Kediri. Another objective is to identify which factors have the most dominant influence on the buyer's decision-making process.

Design/Method/Approach:

This research employs a quantitative approach using a causal research design. The population of the study consists of all consumers who have purchased housing units at The Hermawan Village residential area in Kediri, totaling 85 respondents. A saturated sampling technique was adopted, in which the entire population was included as the research sample. Data were gathered through a structured questionnaire measured using a five-point Likert scale. The data obtained were subsequently analyzed using multiple linear regression analysis. In order to ensure the accuracy and reliability of the research data, the analysis was supported by instrument validity and reliability tests, as well as classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests.

Research Finding:

The findings reveal that, when examined individually, the variables of location and price do not have a significant effect on purchasing decisions. In contrast, product quality demonstrates a positive and statistically significant effect and emerges as the most influential factor in shaping purchasing decisions. Simultaneously, the variables of location, price, and product quality collectively exert a significant influence on purchasing decisions, with an adjusted coefficient of determination (R^2) of 58.8%.

Theoretical contribution/Originality:

This research provides additional understanding and insight related to the importance of product quality compared to location and price in influencing consumer decisions in the residential property market. The integration of these three variables within one housing project provides novelty for regional property studies.

Practitioner/Policy implication:

The results can help housing developers improve their marketing strategies by focusing on product quality, as better building features

and facilities can increase buyer trust and boost sales.

Research limitation:

The limitation of this study lies in the restricted research area, which focuses only on one housing project, and the limited number of variables. Future research is suggested to include wider locations and additional variables such as promotion, brand image, or perceived value.

Keywords: *Location, Price, Product Quality, Purchasing Decision, Housing, The Hermawan Village Kediri.*

1. Introduction

The property sector in Indonesia has shown significant growth in the last decade, driven by urbanization, increasing demand for housing, and massive infrastructure development in various regions. The property industry in Indonesia has shown rapid growth over the past ten years, especially in the housing sector which is one of the main indicators of national economic progress. According to data collected by the Central Statistics Agency, the housing subsector contributes 14.2% to the Gross Domestic Product (GDP) in the construction sector, showing that the need for adequate housing remains high amid rapid urbanization. In addition, the Ministry of Public Works and Public Housing noted that there is a[1]. backlog or shortage of housing as many as 12.7 million housing units in Indonesia, which indicates that there is still a large opportunity for developers to meet market demand. However, this growth has not been fully accompanied by the implementation of adaptive and flexible marketing strategies to consumer preferences, so many housing projects have failed to achieve their maximum sales targets. This shows that there are challenges for developers in understanding the dynamics of modern consumer behavior, which is not only oriented to price and location, but also to the quality of the product and the functional value offered[2].

One of the projects that reflects these conditions is The Hermawan Village Kediri Housing. Although developers have implemented marketing strategies that emphasize price promotion, sales realization does not fully meet targets. Based on sales data from 2024 to 2025, out of a total of 105 targeted units, only 85 units have been successfully sold. The Boulevard Cluster sold 28 out of 31 units, the Malacca Cluster sold 16 out of 20 units, the two-storey Hagia Cluster reached full sales (10 units), while the one-storey Hagia Cluster sold only 31 out of 44 units (14 units remaining). This condition shows that although some clusters have optimal sales performance, there is a gap between the price promotion strategy that the developer prioritizes and the factors that are actually prioritized by the consumer, such as location, value-based pricing, and building quality[3].

Location is one of the strategic factors that determine the attractiveness of a residential area. According to Kotler and Keller, location encompasses geographical, social, and accessibility dimensions that influence consumers' ease in meeting their daily needs. A good location generally has easy access to the city center, educational facilities, health services, and transportation facilities[4]. Tjiptono adds that location also serves to shape understanding of the long-term value and investment potential of a property. Therefore, a strategic location is often the main reason consumers consider purchasing a house[5].

Previous studies have stated that location plays an important role in property marketing. Rahayu and Putri found that location has a significant influence on the decision to purchase a house, with a greater influence than other variables[6]. Ardiyanto's research in Malang also shows that ease of transportation access, environmental conditions, and proximity to public facilities contribute positively to purchasing interest[7]. In the context of Kediri, the location of housing close to main roads and new infrastructure developments, such as the Kediri–Tulungagung Toll Road and Dhoho Airport, is a major attraction for people looking for modern housing with long-term investment potential.

In addition to location, price is a crucial factor that influences consumer interest in housing. Schiffman and Kanuk define price as the monetary value that consumers sacrifice to obtain the benefits of a product, while the perception of price is influenced by the suitability between price and quality received[8]. In the property market, price encompasses various elements such as affordability, payment system flexibility, price suitability with the facilities offered, and perceived investment value[9].

Mukti's research shows that price perception has a significant influence on interest in buying a house at Sulthan Property Tegal, where consumers place greater consideration on the ratio between price and value obtained[10]. Meanwhile, Dewa emphasized that middle to upper class consumers focus more on the suitability of price value compared to the quality of materials and home design[11]. In the context of The Hermawan Village Kediri, relatively competitive house prices still need to be balanced with a clearer value communication strategy to consumers so that they understand the proportion between costs and benefits received.

Product quality emerges as the key differentiating factor that determines the success of a housing project in the eyes of modern consumers. When the market is saturated with various offers of strategic locations and competitive prices, quality becomes the ultimate factor in assessing the competitiveness of a residence. Based on the theory proposed by Kotler and Keller, product quality reflects the ability of a product to meet customer needs and desires through superior design, materials, and performance[4]. In the context of housing, product quality indicators include architectural design, efficient space planning, durability of building materials, natural lighting, air ventilation, and energy efficiency[9]. This perspective shows that modern homes are no longer viewed solely as shelters, but as investment assets and symbols of lifestyle that reflect the character and preferences of their owners.

Research conducted by Rahayu and Putri stated that product quality has a big influence on consumer satisfaction and interest in purchasing property[6]. These findings are reinforced by Dewa, who asserts that house design, material quality, and ergonomic layout are the main differentiating factors between products in an increasingly competitive property market[11]. In the Kediri area, developers such as The Hermawan Village are required to continuously improve and enhance the quality of their products to remain competitive, particularly in providing residences with functional, aesthetic, and sustainable designs a combination that is increasingly becoming the new standard in consumer preferences today.

Although previous studies have highlighted the importance of location, price, and product quality factors in influencing consumer purchase intentions, the results still show differences and do not provide a comprehensive understanding of the overall relationship

between the three elements. Most studies have focused on only two variables, such as the relationship between location and price, or between product quality and promotion, so it has not been able to fully illustrate the relationship between geographical, economic, and functional aspects of home-buying behavior. One study in Kediri even showed that product quality and location simultaneously had an effect of 67.1% on home purchase decisions, which confirms the dominant role of product quality in increasing consumer value perception of housing. However, until now there has been no study that specifically examines the combined influence of location, price, and product quality in the context of [12] The Hermawan Village Kediri, even though the characteristics of consumers in the region have different preferences and tendencies compared to other regions.

The gap shows the need for more contextual and integrated research. The uniqueness of this study lies in the way it combines three key factors, namely location, price, and quality of goods in one comprehensive analytical framework. This approach is expected not only to make a theoretical contribution to the development of consumer behavior studies in the property sector, but also to offer an empirical basis for developers in developing marketing strategies that are relevant to local market conditions. In the context of The Hermawan Village Kediri, this study aims to analyze the influence of these three factors on home purchase decisions, both partially and simultaneously. Theoretically, the results of the research are expected to enrich the literature on consumer behavior in the property sector, while practically, it can be a reference for developers in designing marketing strategies that are adaptive to consumer preferences and increasing the competitiveness of housing projects in the Kediri area.

1.1. Problem Statement

The growth of the property sector in Kediri Regency has increased significantly in line with the development of strategic infrastructure such as Dhoho Airport and the development of regional road access that strengthens connectivity between regions. This condition encourages increasing public interest in residential ownership in the area. However, such an increase in demand is not always followed by the realization of consistent purchasing decisions on every housing project. One example is The Hermawan Village Kediri Housing, which despite offering a strategic location, competitive prices, and good building quality, still faces fluctuations in sales rates.

This phenomenon shows that there is a difference between the value that influences consumers of a home and the purchase decision. Some of the things that affect these differences include consumer perception of the residential location, the level of suitability between the price and the benefits obtained, and the quality of the product that describes the long-term value of the property. These three factors are thought to have an important role in shaping consumer beliefs and preferences before deciding to buy a home. Therefore, the problems in this study can be formulated as follows:

1. Does location have a significant impact on the choice to purchase a house in The Hermawan Village Housing Complex, Kediri?
2. Does price play a significant role in the choice to purchase a house in The Hermawan Village Housing Complex, Kediri?

3. Do product returns significantly influence the choice to purchase a house in The Hermawan Village Housing Complex, Kediri?
4. Do location, price, and product quality factors simultaneously have a significant impact on the choice to purchase a house in The Hermawan Village Housing Complex, Kediri?

1.2 Research Objectives

This study was designed to investigate how location, price, and product quality influence consumer choices in purchasing a house in The Hermawan Village Housing Complex, Kediri. Furthermore, the study aimed to identify the most powerful factors in determining customer purchasing decisions, thus providing useful suggestions for developers to improve their marketing strategies and product offerings. Referring to the stated problem statement, in more detail, this study aims to:

1. To analyze the influence of location on the decision to buy a house in The Hermawan Village Kediri Housing.
2. To analyze the influence of price on the decision to buy a house in The Hermawan Village Kediri Housing.
3. To analyze the influence of product quality on the decision to buy a house in The Hermawan Village Kediri Housing.
4. To analyze the influence of location, price, and product quality simultaneously on the decision to purchase a house in The Hermawan Village Kediri Housing.
5. To identify the most dominant variables in influencing the decision to purchase a house in The Hermawan Village Kediri Housing as the basis for strategic recommendations for developers.

2. Methods

This research applies a quantitative approach through the causal method, which aims to empirically identify the causal relationships between independent and dependent variables. This quantitative approach was chosen because it can objectively measure social phenomena using numerical data and test the relationships between variables using statistical analysis[13].

The population in this study consists of all consumers who have purchased a house at The Hermawan Village Kediri. Based on 2024-2025 sales data, out of a total of 105 targeted units, only 85 units have been successfully sold. The Boulevard cluster sold 28 out of 31 units; Malacca Cluster 16 out of 20 units; The two-storey Hagia cluster is 10 out of 10 units; while the one-story Hagia Cluster sold 31 out of 44 units (Source: The Hermawan Village Housing Sales Data, 2025). Because the population size is not too large, this study uses a saturated sampling technique, where all individuals in the population are sampled so that the analysis results are more accurate and reflect the actual conditions. Data were collected through a questionnaire using a five-point Likert scale, as recommended in measuring consumer attitudes and perceptions in quantitative research[14].

The research variables are operationalized based on the findings of previous empirical research. Location variables are measured through indicators of accessibility, proximity to public facilities, and environmental conditions[15]. Price variables include affordability, the

match between price and construction quality, and the level of price competition[16]. Product quality variables are measured through construction quality, building design, supporting facilities, and environmental comfort[6] . Meanwhile, purchasing decisions are measured through buying interest, final decision, and evaluation after making a purchase[6], [17].

Before distributing the questionnaire to the research respondents, the measurement instrument underwent validity and reliability testing involving 30 test respondents. This testing aimed to ensure that each question item measured the research variables precisely, accurately, and consistently[18]. Subsequently, the data were analyzed using multiple linear regression with the assistance of SPSS software, as this analytical technique is considered appropriate for examining the simultaneous effects of several independent variables on a single dependent variable[19].

Prior to performing the regression analysis, the research model was evaluated through classical assumption tests, namely normality, multicollinearity, and heteroscedasticity tests, to confirm that the regression model satisfied the required statistical assumptions. Hypothesis testing was then carried out using a t-test to examine the partial effects of each independent variable, an F-test to analyze their simultaneous effects, and the coefficient of determination (R^2) to determine the extent to which variations in purchasing decisions can be explained by the independent variables included in the model[18], [20].

3. Results and Discussion

3.1 Respondent Description

This research involved 85 residents of The Hermawan Village Housing Complex in Kediri. A saturated sampling technique was employed, in which the entire population was used as the research sample. This method was selected due to the relatively small population size, allowing all population members to be included in the study.

Gender-specific characteristics show that more than half of the respondents were female, comprising 51 (60.00%), while male respondents comprised 34 (40.00%). This indicates a predominance of female respondents in this study.

Based on age characteristics, most respondents were in the 30-39 year age group, totaling 45 individuals (52.94%). Respondents under the age of 30 accounted for 17.00% of the sample, while those aged 40-49 comprised 15.29%, and respondents aged 50 years and above represented 11.77%. This distribution indicates that the majority of participants were within the productive age range, a group that is generally more active in making decisions related to home purchases.

3.2 Classical Assumption Test

Testing of basic assumptions must be carried out first to ensure that the regression model meets the required criteria before being applied in regression analysis.

3.2.1 Normality Test

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		81
Normal Parameters ^{a,b}	Mean	0,3221735
	Hours of deviation	1,4358472
Most Extreme Differences	Absolute	0,081
	Positive	0,081
	Negative	-0,057
Test Statistic		0,081
Asymp. Sig. (2-tailed)		,200c,d

Source: Processed Data, 2025 (SPSS Output)

The normality test was conducted to determine whether the residuals in the regression model were normally distributed. This assessment employed the Kolmogorov–Smirnov test. The results indicate that the obtained significance value was 0.200, which exceeds the threshold of 0.05. Accordingly, it can be concluded that the residual data follow a normal distribution.

3.2.2 Multicollinearity Test

Table 2. Multicollinearity Test

Variabel	Statistical Collinearity	
	Tolerance	LIVE
Location	0,351	1.979
Pricing	0,456	1.524
Product Quality	0,411	1.689

Source: Processed Data, 2025 (SPSS Output)

The multicollinearity test was performed to identify the presence of high correlations among independent variables within the regression model. A regression model is considered to be free from multicollinearity when the Variance Inflation Factor (VIF) value for each independent variable is less than 10 and the tolerance value exceeds 0.10. These criteria indicate that the independent variables do not exhibit strong interrelationships in explaining or predicting the dependent variable.

Based on the analysis conducted using SPSS software, the VIF value for the location variable was 1.979, for the price variable 1.524, and for the product quality variable 1.689,

all below 10. On the other hand, the Tolerance value for the location variable was 0.351, for the price variable 0.456, and for the product quality variable 0.411, all above 0.10.

These findings indicate that the regression model does not show signs of multicollinearity, as all VIF values are <10 and all Tolerance values are >0.10 . Therefore, the three independent variables in this study can be considered suitable for use as predictors because they do not significantly influence each other.

3.2.3 Heteroscedasticity Test

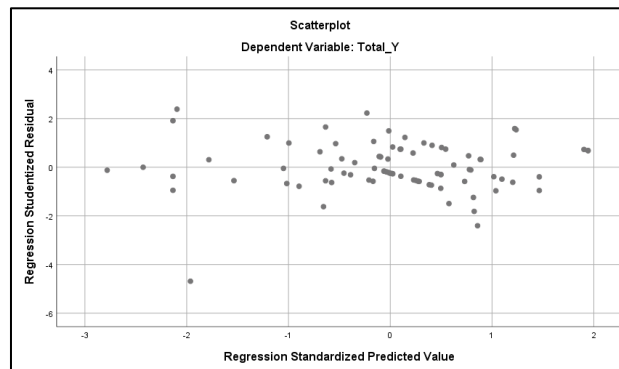


Figure 1. Heteroscedasticity Test
Source: Processed Data, 2025 (SPSS Output)

Heteroscedasticity testing was conducted to examine whether there was inequality in the variance of the residuals within the regression model. A regression model is considered appropriate if it does not exhibit heteroscedasticity, as this indicates that the residual variance remains constant across different values of the independent variables. In this study, heteroscedasticity was assessed using a scatterplot of standardized predicted values (ZPRED) against standardized residuals (SRESID). According to statistical criteria, a model is deemed free from heteroscedasticity when the data points are randomly distributed, do not form a specific pattern, and are dispersed both above and below the zero line[20].

Based on the scatterplot output generated by SPSS, the residual points appear to be randomly distributed without forming any discernible pattern and are spread above and below the zero line. Therefore, it can be concluded that the regression model employed in this study does not exhibit symptoms of heteroscedasticity.

3.3 Analysis of the Return Linier Berganda

Table 3. Results of Multiple Linear Regression Analysis

Coefficients ^a		
Models	Unstandardized Coefficients	
	B	Std. Error
(Constant)	5,976	2,028

Location	0,089	0,056
Pricing	0,075	0,088
Product Quality	0,537	0,076

Source: Processed Data, 2025 (SPSS Output)

The results of the regression analysis show the following equations:

$$Y = 5.976 + 0.089 + 0.075 + 0.537$$

The meaning of the equation is:

1. The constant value (5.976) indicates that if the variables location (X_1), price (X_2), and product quality (X_3) are considered constant or zero, then the value of the purchase decision (Y) is at 5.976. This means that without changes to these three main factors, there are still other factors outside the model that affect the decision to buy a house in The Hermawan Village Kediri Housing.
2. The location variable coefficient (X_1) of 0.089 indicates that every one unit increase in the location variable, assuming the price and product quality variables are fixed or of constant value, then the home purchase decision will increase by 0.089. This illustrates that the more strategic the housing location, such as ease of access, proximity to public facilities, and comfortable environmental conditions, the more decisions to buy a house will also tend to increase.
3. A price variable coefficient (X_2) of 0.075 indicates that every one unit increase in the price variable, assuming fixed location and product quality variables, will increase the purchase decision by 0.075. This means that the better the consumer's perception of the suitability between the price and the benefits obtained from housing, the tendency to make a purchase will also increase.
4. The variable coefficient of product quality (X_3) of 0.537 indicates that every one unit increase in the product quality variable, assuming that the location and price variables are fixed or constant value, then the home purchase decision will increase by 0.537. This shows that the better the quality of the products offered such as building durability, architectural design, functional spatial layout, and residential comfort, the more home purchase decisions by consumers will also tend to increase.

3.4 Coefficient Determination Test

Table 4. Determination Coefficient Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,777a	,603	,588	1,848

Source: Processed Data, 2025 (SPSS Output)

The coefficient of determination (R^2) reflects the degree to which variations in the dependent variable can be explained by the independent variables included in the model. A higher adjusted R^2 value indicates a greater proportion of explained variance, demonstrating a stronger explanatory and predictive capability of the regression model in estimating the dependent variable based on the selected independent variables[21].

Based on the analysis conducted using SPSS software, the Adjusted R Square value was 0.588 or 58.8%, indicating that the independent variables in this study location, price, and product quality can explain 58.8% of the variation in purchasing decision variables. Meanwhile, the remaining 41.2% is influenced by other factors not included in the variables examined in this study.

3.5 Hypothesis Test

3.5.1 Partial Test (t-test)

Table 5. Partial Test (t-test)

Model	t	Sig.
(Constant)	2,947	0,004
Location	1,588	0,116
Pricing	0,845	0,401
Product Quality	7,076	0

Source: Processed Data, 2025 (SPSS Output)

Based on the results of the partial test (t-test), the following findings were obtained:

1. The location variable (X_1) showed a significance value of 0.116, which exceeds the 0.05 significance limit, and a calculated t-value of 1.588, which is smaller than the t-table value. These findings indicate that the location variable does not significantly influence purchasing decisions.
2. The price variable (X_2) had a significance value of 0.401, which is also greater than 0.05, with a calculated t-value of 0.845, which is below the t-table value. These results indicate that price does not significantly influence purchasing decisions.
3. The product quality variable (X_3) produced a significance value of 0.000, which is less than 0.05, and a calculated t-value of 7.076, which is greater than the t-table value. Thus, it can be concluded that product quality has a positive and significant influence on purchasing decisions.

3.5.2 Simultaneous Test (F Test)

Table 6. Simultaneous Test (F Test)

Models	F	Sig.
Regression	41,016	,000b
Residual		

Total

Source: Processed Data, 2025 (SPSS Output)

The results of the F test showed a significance value of $0.000 < 0.05$. Thus, the variables of location, price, and product quality simultaneously have a significant effect on purchasing decisions in The Hermawan Village Kediri Housing.

3.6 Discussion

3.6.1 Influence of location on purchase decisions

The results of partial statistical analysis (t-test) show that the location variable does not have a significant effect on consumer decisions to purchase a house in Hermawan Village Housing, Kediri Regency, as evidenced by a significance value of 0.116, which exceeds the threshold of 0.05. These results indicate that, from a statistical perspective, location has not been a dominant or determining factor in determining home purchasing decisions among consumers in the research area.

Although theoretically location is an important factor in property marketing, in the context of The Hermawan Village Kediri Housing, the location of the housing has been perceived quite well by consumers. The proximity to the center of Kediri City, health facilities, and support for strategic infrastructure development make consumer perceptions of the location relatively homogeneous. This condition causes location to no longer be a strong differentiating factor in influencing purchasing decisions.

The results of this study are in line with Suryana and Lestari's research which states that the location can be insignificant if consumers have considered the location of the housing to be in the strategic and adequate category. Thus, in the context of The Hermawan Village Kediri, consumers tend to shift their focus to other factors that are considered to provide greater added value[12].

3.6.2 The Influence of Price on Purchase Decisions

The results of the t-test demonstrate that the price variable does not exert a statistically significant effect on home purchasing decisions at The Hermawan Village Housing Complex in Kediri Regency, as indicated by a significance value of 0.401, which is higher than the 0.05 level. This finding suggests that price considerations are not a dominant or decisive factor in directly influencing consumers' decisions to purchase housing units in the studied residential area.

The insignificance of price influence indicates that consumers do not only judge purchase decisions based on nominal prices, but rather on the suitability between price and benefits and quality received. In the mid-sized housing market, consumers tend to view homes as a long-term investment, so the perception of value becomes more important than affordability alone.

This finding is consistent with Mukti's study, which showed that price does not always have a significant influence on purchasing decisions, especially when consumers prioritize

perceived value over price paid[10]. Similar findings were also presented by Dewa, who emphasized that property consumers consider building quality more than absolute price[11].

3.6.3 The Influence of Product Quality on Purchase Decisions

The findings of the partial statistical test (t-test) reveal that the product quality variable exerts a positive and statistically significant influence on consumers' housing purchase decisions at The Hermawan Village Housing Complex in Kediri Regency. This is supported by a significance value of 0.000, which is well below the 0.05 threshold, as well as the highest regression coefficient among the variables examined. These results suggest that product quality plays a dominant and decisive role, positioning it as the most influential factor in shaping consumers' purchasing decisions.

Product quality, which includes building construction strength, architectural design, functional spatial layout, residential comfort, and the completeness of residential facilities, are the main considerations for consumers in buying a house. Consumers view homes as a long-term asset, so the quality aspect is the main basis in building trust and confidence in purchasing decisions.

These findings reinforce the theoretical framework proposed by Kotler and Keller, which emphasizes that product quality reflects a product's capacity to consistently fulfill consumers' needs and expectations over time [4]. In addition, the results of this study align with empirical evidence reported by Rahayu and Putri, who found that product quality has a positive and significant effect on housing purchase decisions in Kediri City [6]. This conclusion is further supported by the study conducted by Suryana and Lestari, which confirms the dominant role of product quality in influencing consumers' decisions to purchase residential properties[12].

3.6.4 The Influence of Location, Price, and Product Quality on Purchase Decisions

The results of the simultaneous hypothesis testing using the F-test indicate a significance value of 0.000, which is below the 0.05 level. This finding demonstrates that the variables of location, price, and product quality collectively exert a statistically significant effect on consumers' decisions to purchase housing units at The Hermawan Village Housing Complex in Kediri Regency. This result indicates that home buyers tend to make purchasing decisions based on an integrated evaluation of various housing attributes rather than relying solely on a single factor. In other words, consumer decision-making in the housing sector is shaped by a holistic assessment of the various characteristics contained in the housing product.

Furthermore, the coefficient of determination, as indicated by an Adjusted R Square value of 0.588, shows that 58.8% of the variation in purchasing decisions can be explained by the combined effects of location, price, and product quality. The remaining 41.2% is attributable to other variables not incorporated in this research model, including factors such as promotional activities, brand image, financing schemes, and individual consumer preferences. This finding confirms that although location and price do not show a significant influence when examined individually, they still make a meaningful contribution as supporting variables when considered in conjunction with product quality.

The results of this study are in line with the consumer behavior theory proposed by Kotler and Keller, which states that purchasing decisions are the result of simultaneous evaluation of various product attributes[4]. In addition, these findings are also consistent with the research by Rahayu and Putri, which shows that location, price, and product quality simultaneously have a significant effect on housing purchase decisions[6].

4. Conclusion

The findings of this study demonstrate that purchasing decisions at The Hermawan Village Housing Complex in Kediri are not significantly influenced by location and price variables. Conversely, product quality is shown to have a positive and statistically significant effect on consumers' decisions to purchase housing units. In addition, the results of the simultaneous analysis confirm that location, price, and product quality jointly exert a significant influence on purchasing decisions. Overall, these results highlight product quality as the most dominant factor affecting consumers' residential property purchase decisions in the study area.

Academically, this research contributes to the property marketing literature by emphasizing the importance of product quality factors in influencing purchasing behavior, especially in the housing sector. The results of this study enrich the theoretical understanding of the role of value proposition in consumer decisions, especially that the physical quality and building specifications aspects have greater weight than location and price. From a practical perspective, the results of this study provide strategic implications for housing developers, especially in formulating marketing strategies and product development that are oriented towards improving the quality of buildings, features, and environmental facilities as the main added value for consumers. These findings also reinforce the importance of quality differentiation as a key instrument in improving the competitiveness of housing projects.

This study has several limitations, particularly the relatively narrow sample size, confined to a single residential area, and the limited number of variables studied. Therefore, future studies are recommended to expand the scope of the research by including multiple housing developments or regions to increase the robustness and generalizability of the findings. Furthermore, future research could incorporate additional variables such as promotional strategies, brand image, purchase intentions, perceived value, and environmental factors to achieve a more holistic understanding of the factors influencing home purchase decisions. Methodologically, the application of advanced analytical techniques, such as Structural Equation Modeling (SEM), is also recommended to provide deeper insights into the complex relationships between variables.

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