

The Influence of Price, Location, and Promotion on Housing Purchase Decisions with Purchase Intention as a Mediating Variable (A Study on CitraLand Driyorejo CBD)

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Abstract

This study aims to examine the influence of Price, Location, and Promotion on Purchase Intention and the role of Purchase Intention as an intervening variable in influencing residential purchase decisions in the CitraLand Driyorejo CBD. This study refers to the Theory of Planned Behavior, which states that an individual's actual behavior is influenced by behavior, which in a marketing context is reflected through consumer purchase intention. The research approach used was quantitative, with data collected through questionnaires distributed to respondents. The obtained data were then analyzed using statistical analysis techniques to test the relationships between the research variables. The analysis results indicate that Price, Location, and Promotion have a positive influence on Purchase Intention. Furthermore, these three variables also influence Purchase Decisions, both directly and indirectly through Purchase Intention as a mediating variable. These findings indicate that Purchase Intention plays a significant role in bridging the influence of marketing factors on residential purchase decisions. This research is expected to provide practical implications for property developers in formulating more effective marketing strategies and contribute to the development of empirical studies on consumer behavior in the property sector.

INTRODUCTION

The property sector, particularly housing, has experienced significant growth in line with the increasing public demand for adequate, safe, and comfortable housing. Increasing urbanization is driving developers to not only provide housing but also develop integrated residential areas equipped with various facilities to support social, economic, and recreational activities. This phenomenon has intensified competition among developers, making marketing strategies a crucial factor in attracting interest and driving consumer purchasing decisions.

The need for housing is influenced not only by its functional aspect as a place to live, but also by economic and psychological considerations. Price offered, strategic location, and effective promotion are key factors often used as the basis for property purchasing decisions. Price reflects the financial sacrifice consumers must make, location relates to accessibility and environmental comfort, and promotion serves as a communication tool to convey the value and advantages of a residential product to potential buyers.

In the context of modern residential areas, such as CitraLand Driyorejo CBD, developers offer not only housing units but also integrated development concepts with comprehensive amenities, security systems, and adequate accessibility. This has the potential to influence how

consumers evaluate price, location, and promotions in shaping purchase intention and purchasing decisions. Therefore, a comprehensive understanding of consumer behavior in the context of integrated residential areas is crucial for developers to design targeted marketing strategies.

Several previous studies have examined the influence of marketing factors on home purchase decisions. Memah et al. (2015) found that price, location, promotion, and amenities significantly influenced home purchase decisions in the CitraLand Manado area. Similar findings were also reported by Nangaro et al. (2023), who showed that price and promotion significantly influenced home purchase intention, while location played a relatively weaker role in certain contexts.

Nurfitri and Dimiyati (2023) emphasized that price, location, and social media advertising influence residential purchase decisions, primarily through increased consumer information and perception. Other research by Agistya et al. (2025) and Agustini and Fitria (2024) showed that promotion and location significantly influence purchasing decisions, particularly in subsidized housing and developing areas. Furthermore, Ikrom and Pradiani (2023) emphasized that positive consumer experiences can increase purchase intention, which in turn drives purchase decisions.

However, most previous research has focused on subsidized housing areas or underdeveloped areas, where location remains a key differentiator between residential projects. Furthermore, many previous studies have treated purchase intention as an independent variable or only partially mediate the relationship between marketing variables, thus failing to fully describe the consumer decision-making process.

Based on a review of previous research, several research gaps exist that require further study. First, research findings on the influence of location on purchase intention and purchasing decisions show inconsistencies, particularly when applied to developed residential areas with relatively homogeneous facilities. In such areas, location may no longer be a dominant factor in consumer decision-making.

Second, there is limited research that comprehensively positions purchase intention as the primary mediating variable linking the influence of price, location, and promotion on residential purchase decisions. However, theoretically, purchase intention is a crucial psychological stage that precedes actual purchasing behavior. Third, some previous research tends to assume that promotion directly influences purchase decisions, without examining its role in shaping purchase intention as an early stage in the decision-making process, particularly for properties with high economic value.

Furthermore, the limitations of empirical studies focusing on integrated and established residential areas, such as residential CBDs, necessitate more contextual research. Differences in regional characteristics have the potential to lead to differences in consumer behavior in evaluating marketing factors offered by developers.

Based on the background and research gaps outlined, this study aims to analyze the influence of price, location, and promotion on residential purchase decisions in the CitraLand Driyorejo CBD, with purchase intention as a mediating variable. This research is expected to provide a deeper understanding of the role of purchase intention in bridging the influence of marketing factors on purchase decisions in this developed integrated residential area.

Theory of Planned Behavior

This research is based on the Theory of Planned Behavior (TPB) introduced by Ajzen (1991). This theory explains that a person's actual behavior is directly influenced by behavioral intentions, which are formed through a process of rational assessment and consideration of various factors before a decision is made. Thus, intentions reflect an individual's level of readiness and willingness to perform a particular action.

In the marketing context, particularly in purchasing decisions, purchase intention is understood as a representation of consumer intentions, while purchase decisions are a manifestation of actual behavior. Kotler and Keller (2016) state that before making a purchase, consumers generally go through a cognitive evaluation phase of various available alternatives. Therefore, purchase intention plays a strategic role as a link between consumer assessments of marketing attributes and actual purchasing behavior.

From a TPB perspective, marketing variables such as price, location, and promotion can be viewed as external stimuli that shape consumer beliefs and perceptions. When consumers assess that these factors align with their needs and expectations, purchase intention is formed and subsequently drives the purchase decision.

Hypothesis Development

The Influence of Price on Purchase Intention

In marketing activities, price is seen as the only element of the marketing mix that directly generates revenue for the company, while other elements such as product, promotion, and distribution reflect costs. Therefore, determining the right price is a crucial strategy for maintaining product demand or consumption. Companies need to conduct market research and compare similar products to be able to set competitive prices without reducing profit levels. Various literature also states that price functions as a medium for communicating product value to consumers, so an effective pricing strategy can increase product appeal and significantly influence purchasing decisions. Pricing approaches can be implemented using methods based on cost, demand, competition, or consumer-perceived value (Nangaro, E., et al., 2023).

In line with this, Okdiansyah M. A. and Kiki D. W. (2025) emphasized that price is an important factor that companies must consider when offering products to consumers in order to generate purchasing interest. Before making a purchase, consumers tend to compare prices with similar products and ultimately choose the product that is perceived as the most affordable and commensurate with the benefits obtained. Within the framework of the Theory of Planned Behavior, consumer perception of price is part of the rational evaluation process that forms behavioral intentions (Ajzen, 1991). If consumers assess that the product price is in accordance with their financial capabilities and the benefits received, a positive attitude towards the product will be formed and encourage the emergence of purchasing interest.

The Influence of Location on Purchase Intention

Location is a strategic position for a business or retailer, playing a crucial role in optimizing the company's profits. Selecting the right location can improve operational efficiency by bringing product or service providers closer to consumers. Several factors to consider when determining a location include distance from the city center, ease of transportation access, and

travel time. The concept of an ideal location is relative and highly dependent on the characteristics of the business being run. Therefore, location is a strategic factor that directly influences the achievement of business goals and the company's success (Nangaro, E., et al., 2023).

Based on the Theory of Planned Behavior, consumer perceptions of ease of access and the environmental conditions of a location can influence consumer beliefs and attitudes toward a product. When a location is perceived as easily accessible and supportive of daily activities, this will create a positive attitude that encourages increased purchase intention (Ajzen, 1991).

The Influence of Promotions on Purchase Intention

Promotion is a crucial element of the marketing mix used by companies to introduce products to potential consumers. Promotional activities not only serve as a means of communication between companies and consumers but also as a persuasive tool to encourage purchase interest in products that meet customer needs and desires. Through promotions, companies can convey product information, stimulate purchase intentions, and maintain consumer awareness of the products offered, thereby accelerating the purchasing decision-making process (Nangaro, E., et al., 2023).

Nurfitri, A. R., and Dimiyati (2023) explain that social media as a promotional tool has been shown to have a significant influence on purchasing interest and purchasing decisions, especially among Generation Z. In the initial stage, consumers seek information about the product they need, then evaluate various alternatives before making a purchase. After using the product, consumers assess their level of satisfaction and decide whether to make a repeat purchase. Empirical results show that around 69 percent of respondents from various age groups watch advertisements on social media more than five times a week.

From the perspective of the Theory of Planned Behavior, promotion acts as a source of information that shapes consumer beliefs and attitudes, thereby strengthening purchasing intentions or interests before a purchasing decision is made (Ajzen, 1991).

The Influence of Price on Consumer Purchase Decisions

Price perception plays a crucial role because consumers generally evaluate the appropriateness of a price before making a purchase. Marketing strategies such as discounts, easy installment plans, or additional bonuses can increase consumer confidence that the price offered represents a higher value. Research by Nuzula, Jihan Nur Laili, and Peni Haryanti (2024) shows that price has a partial influence on consumer purchasing decisions.

In the Theory of Planned Behavior, price perception can be explained through the component of perceived behavioral control. Consumers who perceive they have the financial ability to purchase a product tend to demonstrate higher purchase intentions and ultimately implement these intentions in their purchasing decisions (Dewi, Ni Komang Liana, et al., 2025).

Khoirun Salmah's (2023) research also found that price had a positive and significant impact on customer satisfaction at Sari Residence. This indicates that the better a consumer's perception of price, the higher their level of satisfaction with the home they purchased.

The Influence of Location on Consumer Purchase Decisions

Saputra, Guntur Ade, and colleagues (2025) stated that location has a positive influence on purchasing decisions. Location is understood not only as physical location but also as ease of

access for consumers to carry out various activities. This finding aligns with research by Nurfitri and Dimyati (2023), which emphasized that a strategic location, supported by adequate transportation and public facilities, significantly influences consumer decisions in choosing a residence.

Similar results were also presented by Agistya, Annisa, and Isnurrini Hidayat Susilowati (2025), who showed that location significantly influenced purchasing decisions, contributing 7.45 percent based on the coefficient of determination. The t-statistic value of 2.252 with a significance level of 0.028 indicates that the effect is statistically significant. Furthermore, Agustini and Fitria (2024) emphasized that location plays a crucial role in accelerating purchasing decisions for subsidized housing in Sukabumi, especially for millennial consumers who highly consider access to transportation and public facilities.

Khoirun and Salmah's (2023) research further supports these findings by stating that location significantly influences customer satisfaction at Sari Residence. Thus, a positive perception of location not only drives purchasing decisions but also increases customer satisfaction.

The Influence of Promotion on Consumer Purchase Decisions

Agustini and Fitria (2024) found that promotions had a positive and significant influence on purchasing decisions for subsidized mortgages in Sukabumi, particularly among the millennial segment. Various forms of promotion, such as digital advertising, discounts, and price reductions, proved effective in increasing consumer purchase intentions. This finding is supported by research by Agistya, Annisa, and Isnurrini Hidayat Susilowati (2025), which showed that promotions had a significant influence of 38.9 percent on purchasing decisions, with a t-test value of 6.231 and a significance level of 0.000.

In the Theory of Planned Behavior, promotions influence purchasing decisions by shaping consumer attitudes and intentions. Information and stimuli conveyed through promotions can strengthen consumer confidence in a product, thereby increasing the likelihood of a purchase decision (Ajzen, 1991).

The Influence of Promotion on Consumer Purchase Decisions

Priansa (2017), as cited in Okdiansyah M. A. and Kiki D. W. (2025), states that purchasing interest is an individual's attention to a product accompanied by positive feelings, thus giving rise to the desire and belief that the product is worth buying. Engel et al. (2015:123) also explain that purchasing interest is an internal drive or motivation that arises naturally without coercion, which then influences consumer purchasing decisions.

In addition to comfort, the security of a residential environment is also an important consideration for consumers. A secure environment can provide a sense of security and comfort in carrying out daily activities. Adequate security systems and a conducive social environment contribute to positive perceptions of the residence, thereby increasing purchase interest and decision-making (Sihombing, B. M., et al., 2025).

Guntur Ade Saputra and colleagues (2025) found that purchase intention has a positive and significant effect on purchasing decisions. Purchase intention reflects a consumer's readiness and desire to purchase a particular product, thus acting as a primary factor driving purchase

decisions. In the Theory of Planned Behavior, purchase intention is positioned as a behavioral intention that directly determines actual behavior, including purchase decisions (Ajzen, 1991).

Based on the above description, this study analyzes the influence of price, location, and promotion on purchase intention, as well as the role of purchase intention as a mediating variable in influencing residential purchase decisions in the CitraLand Driyorejo CBD. The results of this study are expected to provide practical contributions to developers in formulating more effective pricing, location, and promotion strategies, while also enriching empirical studies on property consumer behavior.

Research Model

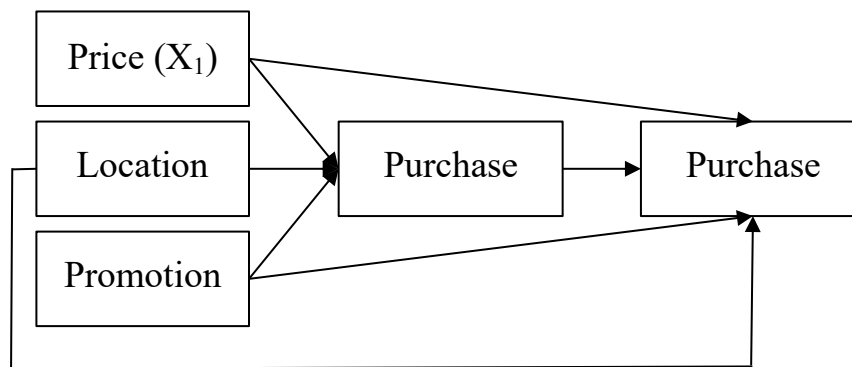


Figure 1. Research Model

- H1 : Price has a positive and significant influence on Purchase Intention.
- H2 : Location shows a positive and significant influence on Purchase Intention.
- H3 : Promotion has a positive and significant influence on Purchase Intention.
- H4 : Price has a positive and significant effect on Purchase Decisions.
- H5 : Location has a positive and significant influence on Purchase Decisions.
- H6 : Promotion shows a positive and significant influence on Purchase Decisions.
- H7 : Purchase Intention has a positive and significant impact on Purchase Decisions.

METHODS

This study uses a quantitative approach, collecting data through questionnaires distributed to prospective buyers and consumers of residential properties in the CitraLand Driyorejo CBD project. The questionnaire instrument was designed based on the research model and established hypothesis formulation. The questionnaire included three independent variables, one mediating variable, and one dependent variable. All independent variables, along with the mediating variable, were tested for their influence on the dependent variable. Variable measurement was carried out using a five-point Likert scale, ranging from "strongly disagree" to "strongly agree."

The purpose of this study is to examine how key marketing variables including price, location, and promotion have a direct influence on consumer purchasing interest, which in turn impacts Purchase Decisions. Based on the results of the SEM-PLS analysis involving home and shophouse buyers in the CitraLand Driyorejo CBD area which functions as a center of business activities, the findings were obtained that price, location, and promotion have a significant influence on purchasing interest, and purchasing interest significantly influences Purchase Decisions.

The analysis was conducted using a hypothetical model and a mediation scheme, where the relationship between independent variables (price, location, promotion) and Purchase Decisions was tested both directly and through purchase intention as an intervening variable. Prior to the structural analysis, the research instruments were thoroughly tested for validity and reliability to ensure the appropriateness of the data used.

This research is based on theoretical considerations and practical relevance to the phenomenon under study. Only those hypotheses that directly describe the main causal flows have been empirically verified and align with the proposed conceptual framework/research framework. Thus, the research model is more focused, measurable, and aligned with the primary objective of the study: to understand how price, location, and promotion directly and through purchase intention influence the final decisions of consumers or potential home buyers.

The number of respondents taken was 100 because the population size (N) was not precisely known. Therefore, the sample size was determined using the Lemeshow formula, which is commonly used when the population is not clearly defined. The formula is (Lemeshow, S., & World Health Organization., 1993)

$$n = \frac{Z^2 \cdot p \cdot q}{d^2}$$

It is known:

- From: 1.96
- p: 0.5
- **q: 1-p: 0.5**
- d: 0.1

So the calculation becomes:

$$n = \frac{(1,96)^2 \cdot 0,5 \cdot 0,5}{(0,1)^2} = 96,04$$

Thus, the number of respondents of 100 people has met the minimum requirements required for the implementation of this research analysis. The analysis method used in this study is Structural Equation Modeling–Partial Least Squares (SEM–PLS), which is very suitable for testing the relationship between variables in relatively small samples (less than 200 respondents) and involves a mediation model. SEM–PLS does not require strict data normality assumptions, making it suitable for predictive and exploratory research. The mediation model was chosen because in consumer behavior studies, the influence of marketing variables on final decisions is often not direct but through psychological processes such as the formation of purchase intention, value perception, and preference (Hosmer, D. W., dkk., 1997).

This approach also keeps the model from becoming too complex and still provides a clear contribution to the development of marketing strategies based on the key factors that most influence Purchase Decision making.

RESULTS AND DISCUSSION

Evaluation of Measurement Model

Measurement model evaluation was conducted to ensure that the research instrument used was able to represent the latent construct accurately and consistently. At this stage, validity and reliability were tested through Average Variance Extracted (AVE), cross-loading, and Heterotrait-Monotrait Ratio (HTMT) analyses within the PLS-SEM framework before proceeding to the analysis of the relationships between latent variables.

Table 1. Average Variance Extracted

Variable	Indicator	Outer Loading	AVE	CR	Description
Price	X1-1	1,988	0,669	0,890	The amount of money that consumers need to spend to obtain a good or service.
	X1-2	2,194			
	X1-3	1,782			
	X1-4	1,650			
Location	X2-1	1,771	0,668	0,889	The physical place or distribution channel where products are available for consumers to transact.
	X2-2	2,021			
	X2-3	1,836			
	X2-4	1,682			
Promotion	X3-1	2,403	0,724	0,913	

Variable	Indicator	Outer Loading	AVE	CR	Description
	X3-2	2,528			All marketing communication activities.
	X3-3	2,318			
	X3-4	1,839			
Purchase Intention	M1	2,258	0,711	0,907	The behavioral tendencies or desires of consumers that emerge to purchase products in the future.
	M2	2,678			
	M3	2,369			
	M4	1,659			
Purchase Decision	Y1	2,945	0,786	0,936	The final stage in the consumer process of actually selecting and purchasing a product.
	Y2	3,095			
	Y3	3,935			
	Y4	2,688			

All constructs in this study—Price, Location, Promotion, Purchase Intention, and Purchase Decision—had AVE values above 0.50 (0.668–0.786). Achieving these values indicates that each construct is able to explain more than half of the variance in its indicators, thus meeting the convergent validity criteria. In PLS-SEM, an AVE of at least 0.50 indicates that the primary variable performs well in capturing its indicator data. Experts also state that a high AVE plus a consistent indicator pattern provides a strong basis for quality measurement in marketing research.

In terms of reliability, the composite reliability values ranged from 0.889 to 0.936 for all constructs, well above the 0.70 threshold. This indicates that the internal consistency of each construct is at an excellent level and that the indicators produce stable measurements. In PLS-SEM practice, a CR above 0.70 is commonly used as evidence of reliability, and several authors emphasize that a strong CR needs to be accompanied by an adequate AVE to ensure that the indicators truly reflect the same construct. In other words, the combination of AVE values and CR results from this study has met the established reliability and validity criteria.

Construct convergence is reinforced by the finding that, according to the criteria proposed by Hair, Hult, Ringle, and Sarstedt (2021), all outer loading values were above 0.70. This indicates that each indicator makes a strong and significant contribution to the measured latent construct, thus no items were statistically weak.

In the context of confirmatory analysis, a loading threshold of 0.70 is widely used as a standard of feasibility, where a high factor magnitude helps form a clearer factor structure while minimizing overlap between constructs. By meeting three main indicators, namely AVE,

composite reliability, and outer loading, the measurement model in this study can be categorized as having adequate validity and reliability so that it can be used in the next stage of structural model testing.

Table 2. Fornell-Larcker Criterion

Variable	Price	Purchase Decision	Location	Purchase Intention	Promotion
Price	0,818				
Location	0,630	0,519	0,817		
Promotion	0,654	0,576	0,677	0,734	0,851
Purchase Intention	0,675	0,850	0,620	0,843	
Purchase Decision	0,626	0,887			

Table 3. Heterotrait-Monotrait Ratio (HTMT)

Variable	Price	Purchase Decision	Location	Purchase Intention	Promotion
Price					
Location	0,754	0,582			
Promotion	0,758	0,631	0,787	0,842	
Purchase Intention	0,794	0,945	0,726		
Purchase Decision	0,702				

Based on the Fornell–Larcker criteria, the square root of the AVE for each construct (Price, Promotion, Location, Purchase Intention, and Purchase Decision) is higher than its correlation coefficient with other constructs. This means that each variable is more powerful in explaining its own indicator than the indicators of other variables. Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021) stated that this criterion meets discriminant validity, and Sofyani (2025) confirmed that as a first step to ensure there is no overlap between constructs in PLS-SEM, with HTMT <0.85 for different constructs and <0.90 for similar constructs.

For more rigorous testing, the HTMT method, which is more sensitive than the Fornell-Larcker method, was used. As a result, almost all construct pairs had values below the safe limit (usually <0.90). Only the Purchase Intention and Purchase Decision pair reached 0.945, but this value is still acceptable because the two are theoretically closely related (intention often precedes the decision). Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021) explained that HTMT up to 0.95 is still valid for constructs with strong conceptual relationships, as long as they do not show complete redundancy, meaning they remain distinct even though they influence each other.

The HTMT value of 0.945 is further strengthened by the Fornell–Larcker results, which show that the square root of the AVE for Purchase Intention and Purchase Decision remains higher than its correlation with other constructs. This indicates that although the two variables have a strong relationship, each still has unique characteristics that are more dominant in its own indicator than in the indicators of other variables. As explained by Hair, J. F., Hult, G. T. M.,

Ringle, C. M., & Sarstedt, M. (2021), this condition indicates that each construct remains "closer" to its own indicator, so it can still be distinguished from one another.

Furthermore, Henseler, Ringle, and Sarstedt (2015) explain that the HTMT is used to complement the Fornell–Larcker, especially when the correlation between variables is quite high and potentially causes discriminant validity issues. Therefore, the combination of the Fornell–Larcker results and the HTMT value of 0.945, which is still below the 0.95 threshold, provides a strong basis that Purchase Intention and Purchase Decision are not overlapping constructs. They remain two distinct psychological stages, albeit closely related.

Overall, all reflective indicators have met the recommended measurement quality standards, including AVE >0.50, composite reliability >0.70, outer loading >0.70, and discriminant validity proven through Fornell–Larcker and HTMT. These findings align with the PLS-SEM guidelines from Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021), supported by Li and Lay (2024) who confirmed the reliability of the measurement scale with similar criteria, as well as Sofyani (2025) in evaluating the PLS model. Therefore, the relationship between variables, including the mediating function of Purchase Intention, is declared statistically valid, making it worthy of being used as a foundation for theoretical conclusions and practical recommendations.

Structural Model Evaluation

After the measurement model was confirmed to meet validity and reliability criteria, the next stage was to examine the relationships between latent variables through a structural model evaluation. At this stage, path coefficients, T-statistics, and P-values were analyzed to assess the significance of the influence, including testing the direct and indirect effects mediated by the Purchase Intention variable. The estimation results showed variations in the strength and significance of the relationships between variables, thus providing a more comprehensive understanding of the determinants of residential purchase decisions in the CitraLand Driyorejo CBD.

Table 4. PLS Analysis

Hypothesis	Path Coefficient	T Values	P Values	Results
Price -> Purchase Intention	0,300	3,417	0,001	Significant
Price -> Purchase Decision	0,143	1,353	0,001	Significant
Location -> Purchase Intention	0,123	0,978	0,328	Not Significant
Location -> Purchase Decision	-0,008	0,068	0,585	Not Significant
Promotion -> Purchase Intention	0,455	3,220	0,001	Significant
Promotion -> Purchase Decision	-0,149	1,395	0,180	Not Significant

Purchase Intention - > Purchase Decision	0,868	9,489	0,000	Significant
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The path estimation results show that price has a significant influence on both Purchase Intention and Purchase Decision, with a coefficient of 0.300 ($t = 3.417$) on Purchase Intention and 0.143 ($p = 0.001$) on Purchase Decision. This finding illustrates that when consumers assess the price of housing according to the benefits obtained, their level of interest increases and is more likely to result in a purchase decision. These results are in line with Hermawan's (2024) research which concluded that price is a dominant factor in consumer behavior in purchasing subsidized type 36 houses at PT Borneo Real Properti, where the perception of competitive prices significantly influences purchase decisions through consideration of economic benefits and location advantages.

On the other hand, the Location variable did not show a significant influence on Purchase Intention (0.123; $t = 0.978$) or Purchase Decision (-0.008 ; $t = 0.068$; $p = 0.585$). The low coefficient even resulted in a negative value in the direct relationship with Purchase Decision, indicating that location perception is not a major determinant in the context of developed residential areas. Nangaro, E., et al., (2023) found that location did not have a significant positive effect on Purchase Intention in Sawangan Permai Minahasa Housing (Sig. $> \alpha$), because the homogeneity factor of the established area reduces the differentiation power of location compared to price and promotion.

Promotion variables are proven to have a significant effect on Purchase Intention with a coefficient of 0.455 ($t = 3.220$; $p = 0.001$), but do not show a significant effect on Purchase Decisions with a coefficient of -0.149 ($t = 1.395$; $p = 0.180$). This condition suggests that promotional activities function more as an initial trigger that increases consumer interest, but does not directly determine whether consumers ultimately purchase or not. This finding is in line with research by Amir, M. (2024) which shows that promotions have a significant positive effect on Purchase Decisions for subsidized houses at PT Tiga Maha Rewa, especially in the initial interest generation phase before the final decision is taken.

On the other hand, Purchase Intention emerged as the strongest predictor of Purchase Decision with a coefficient of 0.868 ($t = 9.489$; $p = 0.000$), which confirms that the decision to purchase is highly dependent on the level of pre-formed interest in consumers. Hamijaya et al. (2023) emphasized that Purchase Intention functions as the main mediator between product attributes, marketing communications, and location on the purchase decision of new residential units for the urban millennial generation, with a significant influence through PLS-SEM in the primary housing market.

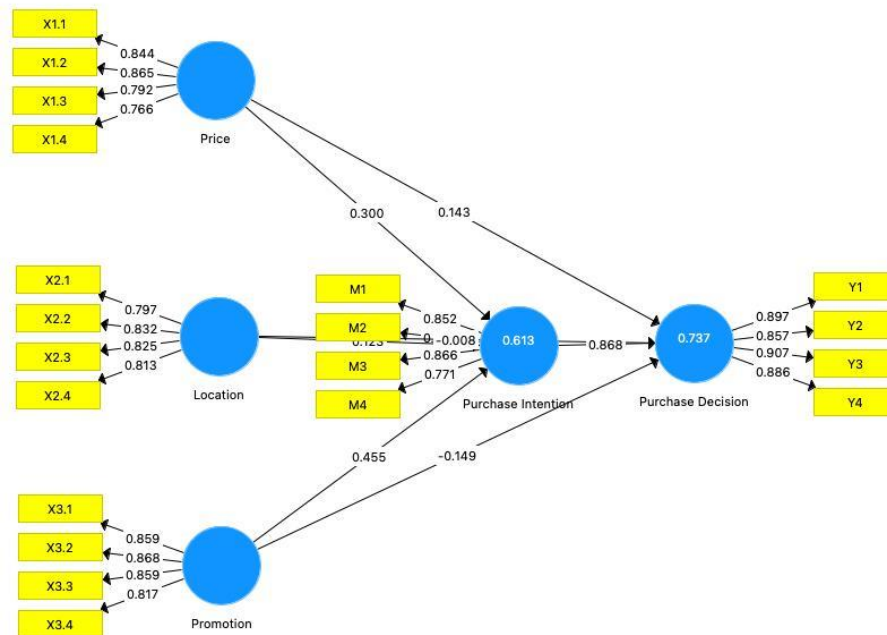


Figure 2. Path Coefficients Value

The path coefficients in the chart show a consistent pattern. Significant paths are shown with thicker lines, indicating a clear strength of relationship. The thick lines represent the relationships between four variables: price and purchase intention, price and purchase decision, promotion and purchase intention, and purchase decision. These four paths are marked in bold because they indicate a close and meaningful relationship between the variables. Meanwhile, insignificant paths, including two negative paths, are depicted thinner, indicating that the relationship between the variables does not have a substantial influence, as in the case of the Location path on Purchase Decision. The thin lines also indicate that location perception is not strong enough to drive purchase decisions. Sofyani, H. (2025) explains that in PLS-SEM, insignificant negative coefficients are common and do not indicate a model error, but rather indicate the absence of substantive influence of the construct on the endogenous variable.

Overall, the relationship patterns in the model indicate that residential purchase decisions are more influenced by positive price perceptions and the effectiveness of promotions in shaping purchase intention, while location does not play a dominant role in the context of developed areas. These findings suggest that marketing efforts need to focus on strengthening consumer interest, as this aspect is a key factor underlying purchase decisions.

CONCLUSION

This study examines how Price, Location, and Promotion influence residential purchase decisions in CitraLand Driyorejo CBD, with Purchase Intention acting as an intermediary variable. The results reveal that Price and Promotion significantly influence Purchase Intention, which then becomes the primary determinant of purchase decisions. Location, however, has no

significant impact, suggesting that in established areas with consistent perceptions, consumers prioritize price and convenience.

Furthermore, Purchase Intention has been shown to be a highly dominant mediator in the decision-making process, indicating that marketing strategies must strengthen the creation of interest as a first step in driving Purchase Decisions. This study recommends that residential developers and marketers optimally consider pricing and promotion factors to increase consumer appeal and interest, particularly in the face of the dynamics of modern consumer preferences.

RECOMMENDATION

Developers are encouraged to optimize their marketing strategies by offering more attractive pricing schemes, such as flexible payment methods, special discounts, or value-added programs to attract potential buyers. Promotional efforts also need to focus on building interest through the use of digital media, conducting marketing events, and consistently delivering information about the advantages of residential products. Although location does not directly influence Purchase Decisions, developers still need to strengthen positive perceptions of the area by highlighting aspects of security, comfort, and environmental amenities. Furthermore, providing more engaging marketing experiences, such as interactive open houses, virtual tours, and personal consultation services, is expected to accelerate Purchase Decisions while increasing consumer satisfaction with the housing offered.

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