

# Strategy to Increase the Intensity of Consumer Candidates to Buy a House From the Developer Company of PT Graha Wisma Sentosa Jaya an Approach Using Theory of Planned Behavioral

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**Abstract:** *The need for residential ownership as a residence is a basic human need (basic need). The purpose of this study is to find out what factors are the causes of the decline in consumer intentions in Sehaty Residence housing and determine alternative policy strategies that can be done to overcome the decline in consumer intentions. This study uses quantitative data with a type of research that is causal. The results showed that behavioral control had a significant effect on behavior through interest in behavior, subjective norms had no significant effect on behavioral variables through interest in behavior and interest in behavior had a significant effect on behavioral variables. The policy provided by the company is to provide easy down payment payments to prospective customers.*

**Keywords:** *Consumer Intention, Theory of Planned Behavioral*

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## I. Introduction

The need for residential ownership as a place of residence is a basic human need, this means that when human existence is still there, so long as humans also need housing as a place to live. Houses are a basic human need, so it can be concluded if an increase in the number of human growth or population growth has a positive correlation with an increase in the number of housing needs. Increasing the number of people in a region or in a country will increase the number of needs for houses. So it is not surprising that the need for housing in developing countries every year is much higher than in developed countries.

In Indonesia, based on data from the Central Statistics Agency (BPS) in 2017, a population of around 262 million, where the backlog number of homes in Indonesia was claimed by the government to reach 11.4 million units, according to BPS data for evaluation of housing backlogs. In addition, BPS data in 2017 also shows that around 82.2 percent of Indonesians already have their own homes, while the remaining 17.2 percent still rent, live with parents, and do not even have a home. Apart from aspects of financial gain, the presence of the developer housing that plays in the middle class segment of the lower house also helps the government in dealing with backlogs (lack of housing availability), and also helps the middle class to get a home. So that housing developers in the lower middle class have a significant contribution in helping the government and society.

One of the private companies that are in the business of developing lower middle class housing is PT Graha Wisma Sentosa Jaya. This company is a company engaged in industrial housing development. For almost ten years of the company's journey, PT Graha Wisma Sentosa Jaya has succeeded in starting and building three housing projects where the three housing projects are also underway the construction and sale process of each housing unit. Based on preliminary observations in the form of interviews conducted by researchers with management PT Graha Wisma Sentosa Jaya, information was obtained that this company had serious problems in the form of difficulties in increasing consumer intentions towards the sale of residential products.

Data shows that the number of potential consumers decreased from 2015 to 2017. The description shows that consumer attitudes and behavior towards housing at Sehaty Residence which is a business part of PT Graha Wisma Sentosa Jaya has decreased both the number of consumer visits and sales. Consumer purchase intention is a function from individual attitudes and behaviors to products or services (Peter and Oslon, 2002). The attitude and behavior of consumers towards the provision of services based on previous expectations of company performance and this attitude influence the purchase intention.

Using this theory can help determine problem solving for consumer intentions. As the hope of each company wants the product results to be sought after by consumers, so the level of purchase intention towards

high product yields. High purchase intention has an effect on increasing revenue and the company can develop. But in reality, the hope is not always as expected. Likewise, what happened to Sehaty Residence housing product which is a business part of PT Graha Wisma Sentosa Jaya, there was a decline in purchases.

Purchase intentions from customers to make purchases on products offered that will affect the high or low sales figures. With the higher sales figures achieved, it can be concluded that the opportunities that have been used are well utilized. Likewise the conditions that occur otherwise, if there is a decrease in the results of sales achieved, it indicates that the threat made by the competitor has been right about the target which led to a decrease in the achievement of the Company's sales. Therefore, the lack of interest in consumer purchases can also be indicated from the decline in sales of health housing residence which is a business part of PT Graha Wisma Sentosa Jaya.

## **II. Theoretical Review**

### **2.1 Definition of the Theory of Reasoned Action and Planned Behavior**

The reasoned action theory is a theory that contains a fundamental understanding of behavior that is influenced by the interest or desire to do so.

Attitude is a positive or negative feeling (influence of evaluation) about performing a certain behavior (Fishbein and Ajzen, 1975, in Venkatesh et al. 2003). Attitude is a response that comes from someone about something that is outside themselves. There are three components in attitude, namely cognitive, affect, and behavior.

Subjective norm is the perception of someone where many people are important for him to think whether someone is supposed to do something or not. In addition to this understanding, subjective norms are also a norm to measure normative beliefs and motivation to comply.

Behavioral intention measures the power of purpose to carry out certain activities. Interest and behavior are two different things. Intention is the desire to do or carry out behavior, while behavior is a real action or action to do something you want to do.

### **2.2 Quality Perception**

Perception of quality can be defined as customer perceptions of the overall quality or superiority of a product or service that is related to what is expected by the customer (Zeithaml in Muafi and Effendi, 2001). Furthermore Cleland and Bruno in Simamora (2002) put forward three principles about perceptions of quality, namely:

- a. The quality perceived by consumers of a product includes three main aspects, namely products, prices, and non-products.
- b. Quality exists if it can be perceived by consumers.
- c. Perceived quality is measured relative to competitors.

### **2.3 Definition of Motivation for Engagement**

Engagement is very meaningful to understand and explain consumer behavior. Definition of involvement according to Setiadi (2005) is the level of perceived personal interests and / or interests generated by stimulus in specific situations up to the range of their presence, consumers act deliberately to minimize risk and maximize the benefits obtained from purchases and usage.

Engagement is mostly understood as a function of people, objects and situations. The underlying motivation is needs and values that are a reflection of self-concept. Engagement is activated when objects (products, services or promotional messages) are felt to help meet needs, goals and important values.

Engagement refers to consumer perceptions about the importance or personal relevance of an object, event or activity. Consumers who see that the product has personally relevant consequences are said to be involved with the product and have a relationship with the product. Consequences with a product or brand have cognitive aspects and influences (Setiadi, 2005).

### **2.4 Understanding Attitudes**

Everyone has a tendency to behave in a way that is pleasant or unpleasant towards a particular object. Attitude is one of the most important concepts that companies use to understand consumers. The company is very interested in the attitude of consumers towards its products, because a positive attitude will result in a purchase, not only from the consumers concerned, but recommendations to friends and family will also produce purchases that benefit the company. Conversely, a negative attitude towards the product will result in rejection, and this attitude will continue to influence others.

### **III. Materials and Method**

#### **3.1 Types and Data Sources**

This study uses quantitative data with the type of research that is correlation. While the sources of data obtained include the following: primary data, namely data on marketing mix strategies and decision to purchase housing products using questionnaires given to selected respondents. Secondary data is data obtained in the form of written and unwritten information obtained from the office of PT Graha Wisma Sentosa, from the internet, and from books that have to do with this research.

#### **3.2 Location and Time of Research**

This research was conducted at the office of PT Graha Wisma Sentosa. To get maximum results, researchers need approximately 3 months, namely October 2018 to January 2019.

#### **3.3 Population and Samples**

In an activity both scientific and social in nature, it is necessary to limit the population and how to take samples. The sample taken must be representative, meaning it can represent the entire population. Population is the whole object of research consisting of humans and objects or events as a source of data representing certain characteristics in the study (Sugiyono, 2004).

Population is also said to be the whole area of individuals, objects, symptoms or events for a generalization or a conclusion that is imposed (Hadi, 2003). In this study 825 potential potential customers were used by PT Graha Wisma Sentosa who visited PT Graha Wisma Sentosa and almost made a house purchase in 2017.

Sekaran and Bouqie (2013) provide a general reference for determining sample size. In multivariate research (including multiple regression analysis), the sample size should be 10 x (times) or more than the number of manifest variables in the study. If the sample size is too large, the model becomes very sensitive, making it difficult to get good goodness of fit. For this reason, it is recommended that the sample size be 5-10 times the number of manifest variables from all latent variables. There are 15 observed or manifest variables in this study so that  $10 \times 15 = 150$ . So the minimum sample size is 150 respondents.

#### **3.4 Data Analysis Method**

This study uses descriptive qualitative analysis method to determine the existence of relationships between dependent variables and independent using inductive statistics correlation with multiple regression analysis. The qualitative descriptive objective in this study is to provide a systematic, factual and accurate description of certain facts.

##### **a. Descriptive Analysis**

Sugiyono (2004) explains that qualitative research methods are research methods used to examine natural objects, where researchers are key instruments, while data collection techniques are conducted by interview methods, data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalization.

##### **b. Multiple Linear Regression Analysis**

The data analysis method used in this study is multiple regression analysis (Sugiyono, 2004). Therefore the research formulation in the path analysis framework only revolves around the independent variable ( $X_1, X_2, \dots, X_k$ ) influencing the dependent variable Y, or how much direct, indirect, and total influence or simultaneous set of independent variables ( $X_1, X_2, \dots, X_k$ ) to the dependent variable Y. Hypothesis testing using t test, F test, r squared test.

### **IV. Results and Discussion**

#### **4.1 Descriptive Analysis**

The results of the study show that data from 150 respondents the majority respondents were men with a percentage of 58%, and the remaining 42% were women. The difference in the number of men and women in consumers of the developer company PT Graha Wisma Sentosa Jaya is not too significant.

150 respondents the majority of respondents in the developer company PT Graha Wisma Sentosa Jaya are entrepreneurs with a percentage of 66%, then civil servants with a percentage of 9%, BUMN employees are 25% and the rest are students with 0%.

150 respondents that the majority age of respondents in the developer company PT Graha Wisma Sentosa Jaya is aged > 50 years - 60 years with a percentage of 40%, then above 40 years to 50 years with a percentage of 29%, ages above 60 years with percentage of 5%, age 20 years to 30 years with a percentage of 2%.

The majority respondents of the developer company PT Graha Wisma Sentosa Jaya have savings of Rp2,000,000 to Rp5,000,000 per month with the largest percentage of 62%. Then with a savings of Rp5,000,000 to Rp10,000,000 a month with a percentage of 21% and the smallest, with a percentage of 1% per month with savings above Rp10,000,000.

The majority respondents of the developer company PT Graha Wisma Sentosa Jaya have monthly income of Rp10,000,000 to Rp20,000,000 with a percentage of 70%.

## 4.2 Results and Discussion

### Results

#### Test F

The classic assumption of the regression model has been fulfilled with no obstacles. This indicates that the prediction model of the model I sub-structure has met the BLUE criteria (best, linear, unbiased estimate). The model prediction is close to the actual state. The regression results from the sub-structure of model I by looking at the contribution of predictions of independent variables in explaining the dependent variable through the adjusted R-square coefficient of determination, the significance of predictions simultaneously through the F-test on ANOVA, and the magnitude of the effect of each independent variable through the coefficient regression.

**Tabel 4.** Determination Coefficient of Research Model I  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.879 <sup>a</sup>	.773	.770	1.00631	1.705

a. Predictors: (Constant), X<sub>1</sub>, X<sub>2</sub>

b. Dependent Variable: Y

**Source: Research Result**

Table 4.1 provides information about the predictive ability of the research model in the research model. The R-square value in the Research Model indicates that the independent variable of perceived behavioral control (X<sub>1</sub>) and subjective norms (X<sub>2</sub>) is able to explain 77.3% of the variance of the data on the behavior-dependent variable (Y). The rest, as much as 22.7% of the variance of data on interest-dependent variables behave (Y) are explained by other variables not examined in this model.

**Tabel 4.2:** Determination Coefficient of Research Model II  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.563 <sup>a</sup>	.317	.303	2.29373	1.622

a. Predictors: (Constant), Y, X<sub>2</sub>, X<sub>1</sub>

b. Dependent Variable: Z

**Source: Research Results**

Table 4.2 provides information about the predictive ability of the research model in the Research Model. The R-square value in the Research Model indicates that the independent variables of perceived behavior control (X<sub>1</sub>) and subjective norms (X<sub>2</sub>) and interest in behaving (Y) are able to explain 31.7% of the variance of the data on the behavior dependent variable (Z). The rest, as much as 68.3% of the data variance in the dependent variable Z is explained by other variables not examined in this model.

**Tabel 4.3:** Anova Model I Research  
**ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	507.199	2	253.600	250.430	.000 <sup>b</sup>
	Residual	148.861	147	1.013		
	Total	656.060	149			

a. Dependent Variable: Y

b. Predictors: (Constant), X<sub>1</sub>, X<sub>2</sub>

**Source: Research Results**

Table 4.3 provides information that together the independent variable subjective norm (X<sub>2</sub>) and perceived behavioral control (X<sub>1</sub>) can significantly influence interest in behavior. This decision is obtained based on the calculated F-value which is greater than the F-table, or through the F-test significance value

smaller than 0.05 (Sig F = 0,000). Thus, the independent variable subjective variable subjective norm (X<sub>2</sub>) and perceived behavioral control (X<sub>1</sub>) are true as predictors for interest in behavior.

**Tabel 4.4:** Anova Model II Research

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	356.542	3	118.847	22.589	.000 <sup>b</sup>
	Residual	768.132	146	5.261		
	Total	1124.673	149			

a. Dependent Z

b. Predictors: (Constant), Y, X<sub>1</sub>, X<sub>2</sub>

Source: Research Results

Table 4.4 provides information that together the independent variables of perceived behavior control (X<sub>1</sub>), subjective norms (X<sub>2</sub>) and interest in behaving (Y) are able to significantly influence behavior (Z). This decision is obtained based on the calculated F-value which is greater than the F-table, or through the F-test significance value smaller than 0.05 (Sig F = 0,000). Thus, the independent variable independent variable subjective norm (X<sub>1</sub>), behavior control (X<sub>2</sub>) and interest in behaving (Y) is true as a predictor for behavior.

**Test t**

The results of the t test in this study are as follows:

**Tabel 4.5:** Model I Test Results t

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	4.199	.873		4.810	.000
	X <sub>1</sub>	.818	.037	.879	22.365	.000
	X <sub>2</sub>	-.002	.022	-.004	-.097	.923

Source: Research Results

As for partial hypothesis testing is as follows If based on the value of t count and t table, If the value of t count > t table then the independent variable (X) affects the dependent variable (Y) and if the value of t count < t table then the independent variable (X) does not affect variabel bound (Y). If based on the significance value of the SPSS output, if the value is Sig. < 0.05, the independent variable (X<sub>1</sub>) has a significant effect on the dependent variable (Y) and if the value of Sig. > 0.05, the independent variable (X<sub>2</sub>) does not have a significant effect on the dependent variable (Y). Table 4.5 shows that the perceived independent behavior control variable (X<sub>1</sub>) has a Sig. 0.000 (Sig. < 0.05), subjective norms (X<sub>2</sub>) have Sig. 0.923 (Sig. > 0.05). So that the perceived behavioral control variable (X<sub>1</sub>) has a value of t table 22.365 (t count > t table), subjective norms (X<sub>2</sub>) have a value of t table -0.97 (t count < t table).

**Tabel 4.6:** Model II Test Results t

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.870	2.140		.407	.685
	X <sub>1</sub>	.289	.175	.237	1.650	.101
	X <sub>2</sub>	.080	.050	.109	1.591	.114
	X <sub>3</sub>	.430	.188	.328	2.286	.024

Source: Research Results

As for partial hypothesis testing is as follows If based on the value of t count and t table, If the value of t count > t table then the independent variable (X) affects the dependent variable (Y) and if the value of t count < t table then the independent variable (X) does not affect variabel bound (Y). If based on the significance value of the SPSS output, if the value is Sig. < 0.05, the independent variable (X) has a significant effect on the dependent variable (Y) and if the value of Sig. > 0.05, the independent variable (X) does not have a significant effect on the dependent variable (Y). Based on the table above, interest in behavior influences behavior.

**V. Discussion**

Behavioral control (X<sub>1</sub>) has a significant effect on behavior through behavioral interest. In fact, there are many behaviors that are not all under the full control of the individual, so control of perceived behavior needs to be

added. Control of behavioral perceptions has motivational implications for consumer interest in housing sales in sehaty residence. Consumers who believe that they do not have the opportunity to perform certain behaviors may not form strong behavioral interests to do so even though they have a positive attitude towards their behavior and believe that other people will agree if they do that behavior. If consumers have the opportunity to carry out behaviors such as making a visit to Sehaty Residence housing will shape their interest in buying a house in Sehaty Residence.

This is related to the purchase of a house in Sehaty residence. But in this study subjective norms ( $X_2$ ) have no significant effect on behavioral variables through interest in behavior. While interest in behavior ( $X_3$ ) has a significant effect on behavioral variables. The performance of a behavior depends not only on the motivation to do it but also adequate control of the behavior carried out. Thus interest in behavior can influence behavior and can also predict behavior directly.

## VI. Conclusion and Suggestion

### 5.1 Conclusion

Based on the research that has been done by the authors, it can be concluded several points regarding this research. These are:

1. Behavior control ( $X_1$ ) has a significant effect on behavior through behavioral interest.
2. Subjective norms ( $X_2$ ) have no significant effect on behavioral variables through interest in behavior.
3. Interest in behavior ( $X_3$ ) has a significant effect on behavioral variables.

### 5.2 Suggestion

Based on the results of research conducted by the author to consumers residence sehaty housing is, as for suggestions that can be given by the author are as follows:

1. The ability that exists in an individual turns out to not be able to make someone directly do a behavior. Therefore, behavior is still felt to be lacking in influencing interest in behavior and then consumer behavior. Companies need to carry out promotions to improve and improve consumer behavior control.
2. Developers/Companies make it easy for prospective customers to make downpayment payments by giving terminals of down payment payments such as installments for six months down payment and then helping prospective customers to find banks that will provide easy mortgage terms.
3. Conduct marketing activities in the form of exhibitions and promotions in malls or shopping centers whose target market visitors are the same as the target market for Sehaty Residence housing, namely those from the middle to lower economic class.

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