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The Influence of Price and Facilities on Housing Purchase Decisions at Pasirjati Indah Regency, Bandung Regency

Iwan Bakti Siregar[1*], Novi Kadarini Rahayu[2]

[1] Master of Management, Economy Management Business and Accounting, Universitas Ekuitas Indonesia, Bandung, Indonesia
[2] Master of Management, Economy Management Business and Accounting, Universitas Ekuitas Indonesia, Bandung, Indonesia

ABSTRACT

Introduction/Main Objectives: This study examines how prospective homebuyers' perceptions of price and facilities influence their purchasing decisions at Pasirjati Indah Regency, Bandung Regency. **Background Problems:** Between 2020 and 2023, unit sales at this housing project fell from 88% to 35% of the target. A preliminary survey of 25 prospective buyers suggested possible concerns about price affordability and facility quality, but these descriptive ratings cannot establish the cause of the decline. **Novelty:** Earlier studies of price and facilities as predictors of housing purchase decisions report inconsistent effect sizes across local markets. This study tests both predictors, individually and jointly, in a single local market with a sharp sales decline, and reports their relative contribution to the purchasing decision. **Research Methods:** A quantitative survey was carried out with all 89 prospective buyers who visited or inquired at the sales office (total sampling). Questionnaire data were converted to an interval scale and analyzed with multiple linear regression in SPSS, after classical assumption tests. **Finding/Results:** Price ($b = 0.383$, $p = 0.007$) and facilities ($b = 0.592$, $p < 0.001$) each had a positive and significant effect on purchasing decisions, and together they explained 32.5% of the variance ($F = 20.678$, $p < 0.001$). Facilities contributed more than price. **Conclusion:** Appropriate pricing and well-functioning facilities both matter for purchasing decisions, with facilities weighing more in this market. Developers should address financing affordability and visible facility quality together. The findings offer practical guidance for housing developers.

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* Corresponding Author at Master of Management, Economy Management Business and Accounting Universitas Ekuitas Indonesia, Kota Bandung, Indonesia
E-mail address: iwanbakti9@gmail.com (Iwan Bakti Siregar), novi.kadarini@ekuitas.ac.id (Novi Kadarini Rahayu)

1. Introduction

Housing is one of the most basic human needs, and demand for it keeps rising as the population grows. In West Java Province, official statistics put the population at 48,782,400 in 2021 and 49,860,330 in 2023 (Badan Pusat Statistik Provinsi Jawa Barat, 2023). Household formation has likely followed a similar upward path over the same period. Even so, the province's housing backlog remains substantial: the West Java Housing and Settlement Agency (Disperkim Jawa Barat) reported roughly 2.8 million housing units of unmet need in 2023, up from about 2.2 million the year before (ANTARA News, 2024). A gap this large may point to a mismatch between what the market builds and what households actually need, and it helps explain why private developers play an important role in urban-fringe areas that absorb the overflow from cities such as Bandung.

That gap creates opportunity, but it also creates competition, and developers cannot simply build and wait for buyers to show up. They need to understand what actually moves a prospect from interest to signing a contract, and price is usually the first topic in that conversation. Kotler & Armstrong (2010) define price simply as the amount of money exchanged for a product or service, but in housing, the number alone is only part of the story. What a price signals about value often matters as much as the figure printed on a brochure. Because a house is a high-involvement purchase, financing adds to this scrutiny: buyers compare a unit's price with mortgage (KPR) interest rates almost as closely as they compare it with the unit itself. This is why affordability and transparency matter more here than they would for a lower-stakes purchase.

Facilities carry a similar weight in this decision. Tjiptono (2014) facilities are the physical resources a provider must have in place before it can deliver anything to a customer. In residential development, that covers everything from how a site is laid out and lit to whether it has usable green space, working security, and reliable utilities. Buyers today seem to want less a single house and more a small, functioning neighborhood: a place that already works as somewhere to live, rather than a lot with four walls on it. A preliminary survey of 25 prospective buyers gives an early read on how Pasirjati Indah Regency performs on both fronts. Average ratings were 3.4 out of 5 for price perception and a lower 3.1 for facility perception, while the purchasing-decision rating was a similarly middling 3.4. These figures are modest rather than alarming. They suggest that neither the pricing nor the facility package has fully met buyer expectations, which justifies a closer look, but on their own they cannot explain the sales pattern described below.

That sales pattern is the more concrete problem. Pasirjati Indah Regency, developed by PT. Karang Arum in Bandung Regency, began marketing 320 units across three house types in February 2020. Sales reached 88% of target in the first year and then slid steadily to just 35% by 2023. A four-

year decline of this size is difficult to dismiss as noise. Something in the offer, whether the price, the facilities, or a combination of the two, is likely falling short of what buyers expect.

Prior research gives reason to expect that both variables matter, although the literature is less settled than it first appears. Iskandar & Irawan (2021) found that price, location, and facilities jointly shaped purchasing decisions at Grand Mutiara Village in Karawang, and Memah et al. (2015) reported that price, location, promotion, and facilities together influenced home purchases at Citraland Manado, although facilities and promotion were not significant on their own. More recently, Masali et al. (2023) examined the same two variables as this study at Griya Dulomo Indah in Gorontalo and found that both price and facilities were significant, with a simultaneous effect of 25.7%. Outside Indonesia, Chen & Wang (2023) add a different angle. Their experiments show that how housing market and price information is framed, and which price anchor buyers see, shape purchase decisions, not just the price level itself. Read together, these studies agree that price and facilities are relevant predictors but differ in the size and pattern of their effects. A focused, single-project study can therefore still add something useful: a test of whether the pattern holds in a specific local market where sales have declined sharply. That is the gap this study addresses, rather than a claim that Bandung Regency has gone unstudied.

Building on this, the present study examines how price and facilities, individually and jointly, shape the purchasing decisions of prospective buyers at Pasirjati Indah Regency, Bandung Regency, and which of the two carries more weight in that decision.

2. Literature Review

2.1 Price

Within the marketing mix, price is the one element that brings in revenue rather than generating costs (Kotler, P., & Keller, 2016). Kotler & Armstrong (2010) define it as the sum of money exchanged for a product or service, and Astuti et al. (2025) add that price is a lever companies use to draw buyers toward a purchase, not merely a label attached to a product. Laksana (2008) frames it slightly differently, as the total amount required in exchange for a bundle of products and services. That distinction is useful when a house is sold together with amenities, land, and location rather than as a single item.

Getting the number right is harder than it sounds. Kotler & Armstrong (2010) note that pricing is the number one problem facing many marketing executives, and property shows why: buyers routinely read price as a stand-in for quality. If a unit is priced too high without matching value, buyers drift toward a competitor; if it is priced too low, they start to doubt what is actually being offered. Demand elasticity compounds the problem in real estate, since even a modest adjustment to the base price can change who ends up in the buyer pool.

Following Kotler & Armstrong (2010) This study measures price perception through five indicators. Affordability captures whether the cash and installment (KPR) prices are within a buyer's reach. Price competitiveness compares those prices with the buyer's own budget expectations, while competitive pricing against similar products asks a related but distinct question: whether a unit's price is in line with what rival developments in the same class are charging. The two can look similar because both involve comparison, but the first is an internal affordability comparison and the second is external and competitor-facing. A developer can hold competitive pricing against rivals and still lose buyers if its price feels out of step with what it offers. The fourth and fifth indicators, price–facility alignment and price–service alignment, ask whether the price matches the physical facilities and the supporting service (information and assistance during the buying process) that a unit delivers. Together, the five indicators form the single price score (X_1) used in the regression analysis.

2.2 Facility

Facilities are one of the more consequential parts of what a buyer experiences when choosing a home. Tjiptono (2014) defines them as the physical resources a provider needs in place before it can deliver a service at all, and Kotler, P., & Keller (2016) add the equipment side of that picture: the physical apparatus a seller provides to support a customer's comfort. Lupiyoadi (2018) widens the lens further, describing facilities as the appearance and capability of physical infrastructure together with the surrounding conditions a provider presents to the people it deals with.

In housing, facilities do double duty. They support residents' day-to-day quality of life, and they draw prospective buyers toward a purchase before anyone has moved in. Alma (2000) argues that well-designed facilities let a company create real value for customers, the kind that sustains a longer relationship rather than a single transaction. When what is on offer matches what buyers expected, the usual hesitation before signing tends to shrink.

Following Tjiptono (2014), this study is structured around five facility indicators: spatial planning, room layout, lighting and color, supporting elements, and furnishings and equipment. These indicators define what facility measures are here. Issues raised in the preliminary survey that fall outside them, such as on-site security and the accuracy of advertised facilities, appear in the Discussion only as context and were not part of the measurement.

2.3 Purchasing Decision

A purchasing decision is the endpoint of a cognitive process rather than a single moment. Kotler, P., & Keller (2016) Describe this process in five general stages: problem recognition, information search, evaluation of alternatives, the purchase decision itself, and post-purchase behavior. The sequence begins well before any money changes hands and does not really end once it has. This five-stage view

explains why a purchase decision unfolds gradually, but it is a process model rather than a measurement instrument, so it cannot be used directly to build a questionnaire.

For empirical measurement, the purchase decision is instead operationalized through the six components that Kotler, P., & Keller (2016) describe the purchase decision stage: product choice, brand choice, dealer (distribution channel) choice, purchase timing, purchase quantity, and payment method. At Pasirjati Indah Regency, product choice reflects whether a buyer selects a standard or a customized house type. Brand choice reflects preference for the Pasirjati Indah Regency development itself. Dealer choice reflects whether the transaction goes directly through the developer or through an agent. Purchase timing reflects whether inquiries and transactions happen on weekdays or weekends. Purchase quantity reflects whether the unit is bought individually or as part of an institutional or bulk purchase. Payment method reflects the choice between cash and mortgage (KPR) financing. These six dimensions, not the five-stage process model, are what the questionnaire items measure, and they are the basis for the validity and reliability tests reported in Section 4.2.

In property, this decision is shaped both by what happens inside the buyer's head and by what happens around them. Mowen et al. (2002) describe consumer behavior as driven by this mix of internal psychology and external influence, and in housing, price and facilities are arguably the two external variables doing most of that work. Nugroho J. Setiadi (2015) Makes a related point about price: because it is the only element of the marketing mix that generates revenue rather than spending it, setting it correctly works as a genuine competitive tool. Facilities, on the other side of the ledger, build the brand value that nudges a buyer from considering a purchase to committing to one.

2.4 Conceptual Framework and Hypotheses

Bringing these three constructs together, this study treats price (X1) and facility (X2) as independent variables acting on purchasing decision (Y), both individually and in combination. Figure 1 summarizes this structure: price and facility each carry a direct path to purchasing decision, and a third path captures their combined, simultaneous effect — which is why the analysis reports both partial (t-test) and simultaneous (F-test) results rather than relying on either alone

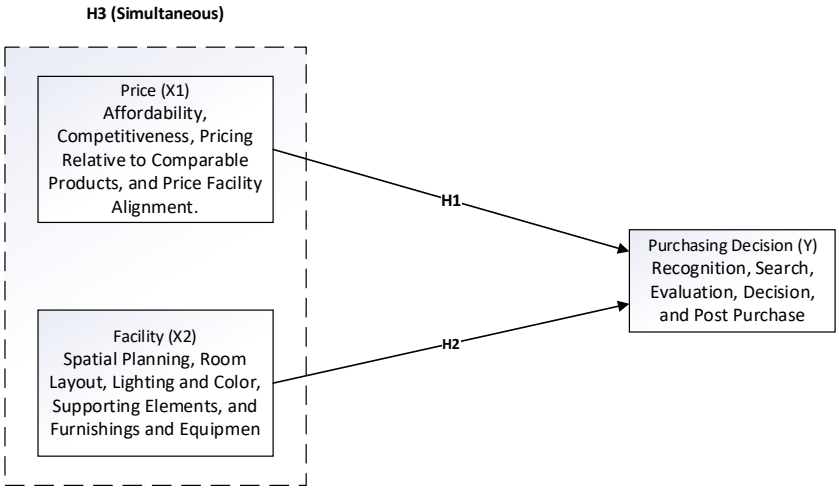

Figure 1. Conceptual framework of price (X1) and facility (X2) as predictors of purchasing decision (Y).

3. Method, Data, and Analysis

This study uses a quantitative, verification-based survey design to test the strength of the hypothesized relationships among price, facility, and purchasing decision (Creswell & Creswell, 2017; Sugiyono, 2013). The research was conducted at the Pasirjati Indah Regency sales office in Bandung Regency between February and July 2023.

The population consists of all prospective buyers who visited or made direct inquiries at the Pasirjati Indah Regency sales office between 2020 and 2023, a total of 89 individuals. Because the population is smaller than 100, the entire population was used as the sample, following Arikunto (2010), who recommends full enumeration rather than a reduced draw when the population is below 100. The sampling technique is therefore total sampling (census).

Primary data were collected through structured questionnaires distributed between March and May 2023 and were supplemented by a literature review of relevant books, articles, and journals. Responses were measured on a five-point Likert scale (1 = strongly disagree/very low to 5 = strongly agree/very high). Because Likert responses are ordinal, they were converted to interval-level data with the Method of Successive Intervals before the regression analysis, so that the interval-scale requirement of multiple linear regression was met.

Price (X1) was measured through five indicators drawn from Kotler & Armstrong (2010): affordability, price competitiveness, competitive pricing against similar products, price–facility alignment, and price–service alignment. Facility (X2) was measured through five indicators drawn from Tjiptono (2014): spatial planning, room layout, furnishings and equipment, lighting and color, and supporting elements. Purchasing decision (Y) was measured through six indicators drawn from Kotler

and Keller (2016): product choice, brand choice, dealer choice, purchase timing, purchase quantity, and payment method. Conceptual definitions of each indicator are given in Section 2.

Before hypothesis testing, the regression model was checked against the classical assumptions of normality, multicollinearity, and heteroscedasticity to ensure that the model qualifies as the Best Linear Unbiased Estimator (BLUE). Hypotheses were then tested using multiple linear regression: the partial influence of each independent variable was assessed with a t-test (H1 and H2), and the combined influence of both independent variables was assessed with an F-test (H3). All data were processed with SPSS.

4. Result and Discussion

4.1 Respondent Profile

Before the validity and reliability of the instruments are examined, it is useful to outline the characteristics of the 89 prospective buyers who took part in the survey. This profile gives context for how price and facilities are perceived within this specific market segment. Most respondents were male (73.03%), and the largest age group was 36–40 years (33.71%). Most earned between IDR 5,000,001 and 10,000,000 per month (40.45%), followed by those earning up to IDR 5,000,000 (34.83%).

Table 1. Demographic Profile of Respondents

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	65	73.03
	Female	24	26.97
Age	≤ 25 years	17	19.10
	26–30 years	21	23.60
	31–35 years	18	20.22
	36–40 years	30	33.71
	> 40 years	3	3.37
Monthly income	≤ IDR 5,000,000	31	34.83
	IDR 5,000,001–10,000,000	36	40.45
	IDR 10,000,001–15,000,000	10	11.24
	IDR 15,000,001–20,000,000	8	8.99
	> IDR 20,000,000	4	4.49

Source: Primary data processed with SPSS (authors' calculation).

4.2 *Validity and Reliability Testing*

Validity was assessed with Pearson correlation by comparing each item's r-value with the r-table value. With 89 respondents and a 5% significance level, the r-table value is 0.207. All items for price, facility, and purchasing decision returned r-values above this threshold, so all items are considered valid.

Reliability was evaluated with Cronbach's alpha, using 0.60 as the minimum acceptable value. Table 2 presents the reliability results.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Result
Price (X_1)	0.901	Reliable
Facility (X_2)	0.880	Reliable
Purchasing Decision (Y)	0.821	Reliable

Source: Primary data processed with SPSS (authors' calculation).

As shown in Table 2, all Cronbach's alpha values exceed 0.60, indicating that the instruments are internally consistent and dependable for measurement.

4.3 Classical Assumption Tests

The Kolmogorov–Smirnov test with Lilliefors correction on the regression residuals produced a statistic of 0.109 (N = 89) with an asymptotic significance of 0.011, which is below the conventional 0.05 threshold. A Monte Carlo simulation of the exact p-value (10,000 samples, 99% confidence interval) was therefore also run and gave a significance of 0.223 (99% CI: 0.212–0.233), well above 0.05. The residual standard deviation was close to its expected value (0.472, mean = 0.000). The two results do not fully agree, so normality is judged on the evidence as a whole: the Monte Carlo estimate supports normality, and with 89 observations the t- and F-tests are reasonably robust to moderate departures from normality. The residuals are therefore treated as approximately normally distributed.

The multicollinearity test returned a tolerance of 0.984 and a VIF of 1.016 for both price and facility, comfortably within the accepted range (tolerance > 0.10; VIF < 10). There is therefore no problematic overlap between the two independent variables.

Heteroscedasticity was assessed with a scatterplot of studentized residuals against standardized predicted values. The points are scattered randomly above and below zero across the full range of predicted values and form no funnel, cone, or other systematic pattern, which is the standard visual criterion for constant residual variance (Ghozali, 2018). All three classical assumptions are therefore considered satisfied, and the regression model qualifies as the Best Linear Unbiased Estimator (BLUE).

4.4 Multiple Linear Regression Analysis

Table 3 presents the results of the multiple linear regression analysis.

Table 3. Multiple Linear Regression Analysis Results

Model	B	Std. Error	t	Sig.
(Constant)	0.058	0.711	0.082	0.935
Price (X_1)	0.383	0.137	2.788	0.007
Facility (X_2)	0.592	0.110	5.397	< 0.001

Source: Primary data processed with SPSS (authors' calculation).
Dependent variable: Purchasing Decision (Y).

Based on Table 3, the regression equation derived from the analysis is:

$$Y = 0.058 + 0.383X_1 + 0.592X_2 \quad (1)$$

The constant of 0.058 indicates that the purchasing decision would have a baseline value of 0.058 if both price and facility were zero. The positive regression coefficient for price ($b_1 = 0.383$) means that each one-unit increase in price perception is associated with a 0.383-unit increase in purchasing decision, holding facility constant. The coefficient for facility ($b_2 = 0.592$) is also positive and larger, which indicates that facility has a stronger influence on purchasing decisions than price does.

4.5 Correlation and Determination Coefficient

Table 4. Correlation and Determination Coefficient Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.570	0.325	0.309	0.477

Source: Primary data processed with SPSS (authors' calculation).

The correlation coefficient (R) of 0.570 indicates a moderate relationship between the two independent variables combined and purchasing decisions. The R Square value of 0.325 means that price and facility jointly explain 32.5% of the variance in purchasing decisions, while the remaining 67.5% is attributable to other factors not captured in this study, such as location, promotional activity, or after-sales service quality.

4.6 Partial Test (t-Test)

The t-test for price (X_1) produced a t-value of 2.788, which exceeds the t-table value of 1.988 (df = 86, $\alpha = 0.05$, two-tailed). The significance level of 0.007 is below the 0.05 threshold. H1 is therefore accepted: price has a positive and significant influence on the purchasing decisions of prospective buyers at Pasirjati Indah Regency.

For facility (X_2), the t-test returned a t-value of 5.397, which also exceeds the t-table value of 1.988, and the significance value of < 0.001 is below 0.05. H2 is therefore accepted: the facility has a positive and significant influence on the purchasing decisions of prospective buyers at Pasirjati Indah Regency.

4.7 Simultaneous Test (F-Test)

Table 5. Simultaneous Hypothesis Test Results (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	9.428	2	4.714	20.678	< 0.001
Residual	19.605	86	0.228	–	–
Total	29.033	88	–	–	–

Source: Primary data processed with SPSS (authors' calculation).
Dependent variable: Purchasing Decision (Y); predictors: Price (X_1) and Facility (X_2).

The F-value of 20.678 exceeds the F-table value of 3.10 (df = 2 and 86, $\alpha = 0.05$), and the significance level of < 0.001 is well below 0.05. H3 is therefore accepted: price and facility simultaneously have a positive and significant influence on the purchasing decisions of prospective buyers at Pasirjati Indah Regency.

4.8 The Influence of Price on Purchasing Decision

The findings confirm that price has a positive and significant influence on purchasing decisions at Pasirjati Indah Regency ($b_1 = 0.383$, $t = 2.788$, $p = 0.007$). Its partial coefficient of determination, computed from the t-statistic and the residual degrees of freedom ($r^2 = t^2/(t^2 + df)$, $df = 86$), is approximately 8.3%. This is the share of the variance in purchasing decisions left unexplained by facility that price accounts for, so the effect is real but comparatively modest. The result is consistent with the view of Kotler & Armstrong (2010) that pricing is a difficult lever for marketing executives: it matters, but it rarely acts alone.

The preliminary survey pointed to two specific sore spots in how buyers judge price at this project: the affordability of KPR installments, and how well the price tracks facility quality. The developer's own pricing history adds some texture to this finding. Unit prices for a Type 45/72 house rose from around IDR 530 million in 2020 to about IDR 585 million by 2023, without a matching facility upgrade. A price increase that outpaces the value buyers can see tends to work as a barrier rather than a selling point, and the modest (though significant) size of the price effect here is consistent with that reading.

Practically, this suggests that the developer has more room to move on financing structure than on the sticker price itself: subsidized down payments, more flexible installment schemes, or partnerships with a wider panel of banks to unlock better mortgage rates. The direction and

significance of this result agree with Iskandar & Irawan (2021) and Sahri et al. (2022), who both found a significant effect of price on housing purchase decisions in Indonesian residential settings, and with Oetarjo (2023), who also reported a contribution of price to home purchase decisions. Outside Indonesia, Zhao & Chen (2021) studied residents' purchase intention for green housing in China through an extended perceived-value perspective. Perceived value is a mechanism that plausibly applies to the pricing history of Pasirjati Indah Regency as well: a price increase without a visible gain in value is likely to read as a cost rather than an upgrade.

4.9 The Influence of Facility on Purchasing Decision

Facility is the stronger of the two drivers in this study, both in the size of its coefficient (b_2 = 0.592 versus 0.383 for price) and in its partial coefficient of determination (approximately 25.3%, versus 8.3% for price). A house is not evaluated as four walls with a price tag; it is evaluated as a living environment, and buyers appear to weigh that environment more heavily than the number on the price list.

Alma (2000) makes this point essentially: well-designed facilities let a developer create value that buyers can feel and not just read about, and that felt value is what erodes the hesitation before signing. More recent evidence points the same way. Gou et al. (2025), studying housing buyers in China, found that facility service satisfaction has a significant direct effect on purchase intention, while display design identity influenced purchase behavior only indirectly. The parallel with this study is fairly direct: a facility package that works well appears to carry more weight with buyers than the visual promise of it.

The preliminary survey at Pasirjati Indah Regency flagged three specific weak points: room layout comfort, the strength of on-site security, and gaps between what was advertised and what buyers found on site. The last of these deserves attention in its own right, since a mismatch between promise and delivery tends to erode trust faster than a facility that was modest but honestly presented. Security and advertised-versus-actual accuracy were not among the facility indicators measured here (Section 2.2), so they remain context from the preliminary survey and not tested results. Practical fixes worth prioritizing include floor plans that make better use of natural light and airflow, and a genuine one-gate security system rather than a partial one. The significant facility effect found here is consistent with Masali et al. (2023), who also found a significant facility effect at Griya Dulomo Indah (17.3%, against 8.4% for price). It differs from Memah et al. (2015), where facility was not significant on its own at Citraland Manado, which suggests that the role of facilities is not uniform across housing projects.

4.10 The Simultaneous Influence of Price and Facility on Purchasing Decision

Taken together, price and facility explain about 32.5% of the variance in purchasing decisions ($R = 0.570$, $R^2 = 0.325$, $F = 20.678$, $p < 0.001$), a correlation in the moderate range. The remaining 67.5% is attributable to factors this study did not measure, such as location, promotional activity, after-sales service, and financing partnerships. That is worth stating plainly rather than rounding up: price and facility are real and significant levers, but they are far from the whole story behind why sales at Pasirjati Indah Regency have slipped.

That more modest picture still carries a clear implication. Price and facility do not act as substitutes for one another. Their low shared variance (tolerance 0.984 for both) means that their effects are close to independent, so improving one does not automatically compensate for weakness in the other. A developer who cuts price but leaves the facility gaps unaddressed, or who upgrades facilities but leaves KPR affordability untouched, is pulling only one of two independent levers, and the data suggest that facility is currently the stronger of the two. A more defensible strategy is an integrated one: treat every price increase as something that needs a visible facility improvement to justify it, rather than assuming either variable will carry the sale alone.

Beyond these practical implications, the finding carries a theoretical point. The near-zero shared variance between price and facility (tolerance 0.984 for both) indicates that, at least in this market, the two constructs behave as empirically distinct predictors and not as overlapping proxies for a single "value perception" factor, a distinction that is usually assumed rather than examined. This may help explain why the literature reports different effect sizes. Masali et al. (2023) reported a lower simultaneous effect (25.7%) than the 32.5% found here, although facility also outweighed price in their data (the two measures may not be computed identically, so the figures are indicative only). (Iskandar & Irawan (2021) found that location had the dominant influence at Grand Mutiara Village, and Memah et al. (2015) found that facility was not significant on its own at Citraland Manado. If price and facility operate as separate influences, their relative weight would be expected to shift with local market conditions rather than stay fixed across contexts. This is one plausible explanation, and testing it would require comparing several markets within a single study.

5. Conclusion and Suggestion

Beyond confirming that price and facility significantly shape housing purchase decisions, this study suggests that the two constructs operate largely independently of one another (tolerance = 0.984) and not as overlapping dimensions of a single value-perception construct. This may help clarify why earlier studies of the same variables in other housing markets, such as Masali et al. (2023) in Gorontalo and Iskandar & Irawan (2021) in Karawang, reported different effect sizes: if the two constructs are

independent, their relative weight would reasonably vary with local market conditions rather than follow a fixed pattern.

This study yields three principal conclusions. First, price has a positive and significant influence on purchasing decisions at Pasirjati Indah Regency, Bandung Regency ($t = 2.788$, $p = 0.007$), with a partial coefficient of determination of approximately 8.3%. The effect is real but modest, and the preliminary survey and the project's own pricing history both point to KPR affordability and price–facility alignment as the dimensions the developer most needs to address.

Second, facility has a positive and significant influence on purchasing decisions ($t = 5.397$, $p < 0.001$), with a partial coefficient of determination of approximately 25.3%, roughly three times that of price. This indicates that in this residential market the completeness and quality of facilities matter more to buyers than the price they are asked to pay, although both remain significant.

Third, price and facility jointly explain about 32.5% of the variance in purchasing decisions ($R^2 = 0.325$, $F = 20.678$, $p < 0.001$). The two variables act largely independently rather than reinforcing each other, so an integrated pricing-and-facility strategy is needed: neither variable can be relied on to compensate for weakness in the other.

For the Pasirjati Indah Regency developer, this study recommends (1) revisiting the financing framework, particularly KPR installment affordability and bank-partnership options, rather than assuming a lower sticker price alone will move buyers; (2) closing the specific facility gaps identified in the preliminary survey, especially room-layout comfort, on-site security, and consistency between advertised and actual facilities; and (3) equipping the sales team to explain, transparently and specifically, how each price adjustment corresponds to a facility improvement that buyers can verify for themselves.

For future researchers, given that price and facility together explain only about a third of the variance observed here, this study recommends broadening the variable set to include location, promotional activity, and after-sales service quality, and extending the research object beyond a single housing project to strengthen the generalizability of the findings. Future studies could also analyze the individual price and facility indicators to see which dimensions carry the most weight.

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