

The Influence of Brand Community Products, Promotions, Store Atmosphere and Price on Consumer Purchasing Decisions at PT Asia Jaya Properti

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Abstract:- This study research aims to discover the of influence of Brand Community, Products, Promotions, Store Atmosphere, and Prices on Consumer Purchasing Decisions (Study at PT. Asia Jaya Property Rantauprapat). This is an associative research. The sampling technique used was the Slovin Formula. The type of data used was the primary data and the secondary data. The data analysis techniques used in this study were descriptive analysis, multiple linear regression analysis, hypothesis testing using simultaneous significant tests (F test), partial significant testing (T test), and testing the coefficient of determination (R²). The results of this study indicated that there is a positive and a significant effect among Brand Community, Product, Promotion, Store Atmosphere, and Price variables on the Consumer Purchasing Decisions at PT. Asia Jaya Property Rantauprapat (F test). In partial testing (T test) it was known that the Brand Community, Product, Promotion, Store Atmosphere, and Price variables had a positive and a significant effect on the Consumer Purchasing Decisions at PT. Asia Jaya Property Rantauprapat through testing the adjusted coefficient of determination. Adjusted R Square obtained the value was 0.728 and the mean was 72.8% of the factors of Consumer Purchasing Decisions which can be explained by Brand Community, Products, Promotions, Store Atmosphere, and Prices. While the remaining 27.2% can be explained by other factors which are not examined in this study.

Keywords:- Brand Community, Products, Promotion, Store Atmosphere, Price, Purchase Decision.

I. INTRODUCTION

➤ Background of the Problem

PT. Asia Jaya Property Rantauprapat as a housing developer has succeeded in satisfying consumers, this indicates that the products of the developer are said to have high equity if the product is perceived either by everyone with an interest in the brand or more on transaction sequences or interactions characterized by fulfilling expectations of the product performance called the brand community. Brand community is a group of consumers

who have a certain social relationship based on the product they are using or are interested in a product. These variables should be understood by companies that will be the direct consumers to brand loyalty.

With the emergence of a brand community that uses one brand and model products believed to be a very potential market in the future. Consumer loyalty to the brand is needed by a company to be able to maintain its market share, and with the presence of a brand community which is expected to maintain the brand loyalty of the members of the community. The brand community can signify the existence, and the commitment and the core are very important for a company. So if the community will have a high brand, the presence of that brand will always be felt by the company. The phenomenon of the brand community of PT. Asia Jaya Property is still low.

Product is anything that is offered by the market or producer which is able to attract the attention of consumers so that they can meet the needs of consumers. So, the company with the best products will grow rapidly, and in the long run of the company will be more successful than other companies. Basically, the more choices of products sold in the market, the more choices for consumers to be able to choose products that match with their expectations. So that, the consequence of these conditions is that consumers become more careful and smart in dealing with every product launched in the market. The product phenomenon is that the size of homes sold to consumers is not large enough.

Promotion is a one-way flow of information or persuasion created to direct a person or an organization to actions that create an exchange in marketing. Promotion factors can influence consumer behavior in making buying decisions. Promotion causes people who were not previously interested in buying a product will become interested and will try the product so that the consumers make a purchase. The promotion phenomenon is that PT Asia Jaya Properti still lacks of sales promotion.

Store atmosphere can not only provide a pleasant purchasing environment, but also can provide added value to the products being sold. Each store has a physical layout

that makes it easy or difficult for buyers to spin around in it. Stores must form a planned atmosphere that is appropriate to the target market and which can attract consumers to buy. The phenomenon of store atmosphere that has not been fulfilled such as the parking lot, which is a housing area at PT Asia Jaya Properti, is still not extensive for the consumers.

Price is a component that directly influences company profit. Determination of the wrong price of a product can result in the number of sales of a product can not be maximized resulting in decreased sales and reduced market share. Therefore, in determining the price of PT Asia Jaya Properti must be able to determine the sales price in accordance with the intended market share so that product sales and market share are increased. The price phenomenon that has been observed ,many product prices are relatively expensive for consumers.

Purchasing decisions are activities of individuals who are directly involved in making decisions to make a purchase of products offered by the seller. Decision making by consumers in buying goods or services is certainly different, depending on the type of purchasing decision they want. Attracting consumers to make purchases can also be done by providing a complete and a good quality product, to attract consumers to buy stores to provide promotions, store atmosphere that is fun for consumers when in the store and give price discounts to consumers, because consumers will feel happy to make a purchase.

II. LITERATURE REVIEW

➤ *Brand Community*

According to Rangkuti, (2012) Brand Community is the ability of a prospective buyer to recognize or recall that a brand is part of a particular product category.

➤ *Conceptual Framework*

The conceptual framework of this study is :

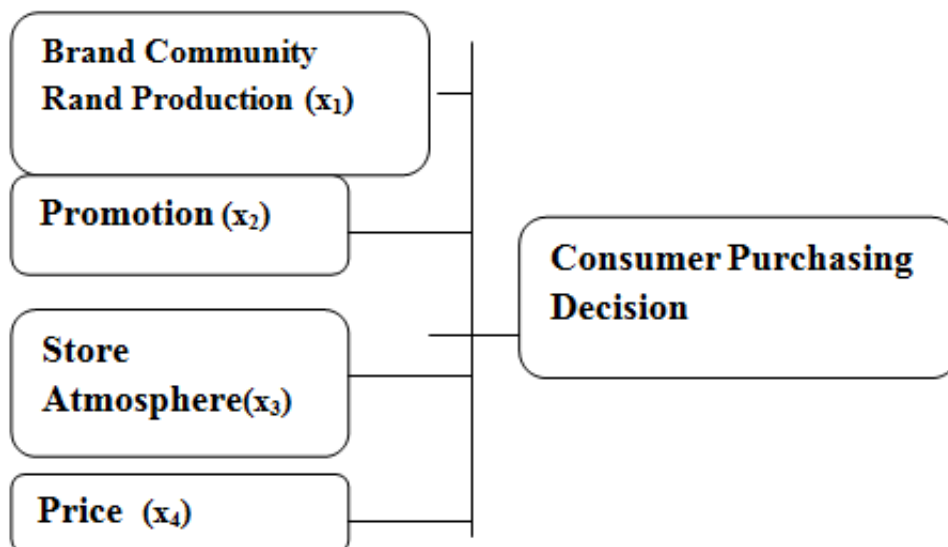


Fig 1:- Conceptual framework

➤ *Products*

Buchari (2013) defines the product as follows: "Product is a set of attributes both tangible and intangible, including issues of color, price, good name of the factory, good name of the shop that sells (retailer), and factory service and retailer service, received by buyers to satisfy their desires. "

➤ *Promotion*

Lupiyoadi (2013) defines the notion of promotion as follows, promotion is an activity carried out by a company to communicate the benefits of the product and as a tool to influence consumers in purchasing or using services according to the consumers needs.

➤ *Store Atmosphere*

Berman and Evans (2014) defines that the store atmosphere is a variety of interior, exterior, layout, internal store traffic, comfort, air, service, music, uniform, length of goods and so on which attracts consumers and arises the desire to buy .

➤ *Price*

According to Kotler and Armstrong (2014), Price is the amount of money charged for an item or service or the amount of money that consumers exchange for the benefits of owning or using the product or service.

➤ *Purchase Decisions*

According to Kotler and Armstrong (2014) asserted that consumer decision making is an interaction process between affective attitudes, cognitive attitudes, behavioral attitudes with environmental factors by which humans exchange in all aspects of their lives.

➤ *Research Hypothesis*

- H1: Brand Community has a positive and a significant influence on the Purchasing Decision at PT Asia Jaya Properti Rantauprapat.
- H2: The product has a positive and a significant effect on the Purchasing Decision at PT Asia Jaya Properti Rantauprapat.
- H3: Promotion has a positive and a significant effect on the Purchasing Decision at PT Asia Jaya Properti Rantauprapat.
- H4: Store Atmosphere has a positive and a significant effect on the Purchasing Decision at PT Asia Jaya Properti Rantauprapat.
- H5: Price has a positive and a significant effect on the Purchasing Decision at PT Asia Jaya Properti Rantauprapat.
- H6: Brand Community, Products, Promotions, Store Atmosphere, Prices have a positive and a significant effect on the Purchasing Decision at PT Asia Jaya Properti Rantauprapat.

III. METHOD

➤ *Type of Study*

This type of study used in this study is associative research, namely research that connects between two or more variables Sugiyono (2011). With a causal relationship that is a causal relationship Sugiyono (2011). The place and

time of the study was conducted at PT Asia Jaya Properti which is located at Jl. Siringo-ringo No. 174 Rantauprapat.

➤ *Population and Samples*

The population taken in this study were consumers of PT Asia Jaya Properti Rantauprapat. The sample is the part of the number and the characteristics possessed by the population. In this study the population of PT Asia Jaya Properti consumers from the data were 110 consumers. To determine the right sample and in accordance with the provisions in force in scientific writing, determining the number of samples using the Slovin formula, the following formulas and calculation results are presented:

$$n = \frac{N}{1 + Ne^2} = \frac{110}{1 + 110 \cdot (0,05)^2} = 86,27 \text{ atau } 86 \text{ responden.}$$

Where :

n = Number of samples

N = Number of population

e = The desired accuracy limit

IV. RESULTS AND DISCUSSION

A. *Analysis of Multiple Linear Regression*

The calculation of the multiple h regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.356	2.425		.985	.342
<i>Brand Community</i> (X ₁)	.434	.084	.386	4.319	.000
Produk (X ₂)	.486	.116	.362	4.439	.000
Promosi (X ₃)	.348	.154	.173	2.125	.028
<i>Store Atmosphere</i> (X ₄)	.387	.198	.354	2,898	,005
Harga (X ₅)	,366	,176	,273	2,258	,019
a. a.Dependent Variable: Purchase Decision b. Source: Primary Data Processing Results.					

Table 1:- Results of Multiple Linear Regression Coefficient a

From Table 1, it is known that the Unstandardized Coefficients column in section b is obtained b1 Brand Community value was 0.434, b2 Product was 0.486, b3 Promotion was 0.348, b4 Store Atmosphere value was 0.387 and value of b5 Price was 0.366, and a constant value of (a) was 2.356 then a linear regression equation is obtained as follows:

$$Y = 2,356 + 0,434 X_1 + 0,486 X_2 + 0,348 X_3 + 0,387 X_4 + 0,366 X_5 + e$$

B. *Coefficient of Determination (R²)*

The coefficient of determination shows the size of the contribution of the influence of independent variables Brand Community (X1), Products (X2), Promotion (X3), Store Atmosphere (X4) and Price (X5) to the dependent variable Purchasing Decision (Y), where 0 ≤ ≤ 1. If the value approaches the value was 1, it indicates the stronger relationship of the independent variable to the dependent variable. And conversely, if the determinant () is getting smaller or near zero, then the effect of the independent variable on the dependent variable is getting weaker. The results of processing from multiple linear regression analysis can be seen in table 2 below:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849 ^a	.765	.728	1.5732

Table 2:- Coefficient of Determination (R2)

Predictors: (Constant), Brand Community, Products, Promotions, Store Atmosphere, Prices.

Table 2, shows that:

- R = 0.849 means that the relationship of Brand Community, Product, Promotion, Store Atmosphere, and Price variables on the Purchasing Decision was 84.9%. It means that they have a close relationship.
- Standard Error of Estimated was 1.5732. The smaller the standard deviation means the better the model.

C. Hypothesis Testing Using Multiple Linear Regression Analysis

To test whether the proposed hypothesis is accepted or rejected, t statistic (t test) was used. This tests was carried out to find out how much influence the independent variables of Brand Community (X1), Product (X2), Promotion (X3), Store Atmosphere (X4) and Price (X5) partially on the dependent variable namely Purchase Decision (Y). The results of processing from the T Test can be seen in table 4.3 as follows:

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.356	2.425		.985	.342
<i>Brand Community</i> (X ₁)	.434	.084	.386	4.319	.000
Produk (X ₂)	.486	.116	.362	4.439	.000
Promosi (X ₃)	.348	.154	.173	2.125	.028
<i>Store Atmosphere</i> (X ₄)	.387	.198	.354	2,898	,005
Harga (X ₅)	,366	,176	,273	2,258	,019

a. Dependent Variable: Purchase Decision
 b. Source: Primary Data Processing Results.

Table 3:- T Test ResultsCoefficients a

In column T, the Brand Community variable (X1) has a tcount (4,319) > t table (1,990) which means that Ho is rejected and Ha is accepted. While the significant value is smaller than the probability value is 0.05 or a significant value is 0,000 <0.05. Thus it can be concluded that the Brand Community (X1) variable has a positive and a significant effect on Purchasing Decisions at PT Asia Jaya Properti Rantauprapat at $\alpha = 5\%$. Second Hypothesis Testing Results (X2)

In column T Product variable (X2) tcount (4,439) > ttable (1,990) which means that Ho is rejected and Ha is accepted. While the significant value is smaller than the probability value is 0.05 or a significant value is 0,000 <0.05. Thus it can be concluded that Product variable (X2) has a positive and a significant effect on Purchasing Decisions at PT Asia Jaya Properti Rantauprapat at $\alpha = 5\%$.

➤ *Third Hypothesis Testing Results (X3)*

In column T Promotion variable (X3) tcount (2,125) > ttable (1,990) which means that Ho is rejected and Ha is accepted. While the significant value is smaller than the probability value of 0.05 or a significant value is 0.028 <0.05. Thus it can be concluded that the Promotion variable (X3) has a positive and a significant effect on Purchasing Decisions at PT Asia Jaya Properti Rantauprapat at $\alpha = 5\%$.

➤ *Fourth Hypothesis Testing Results (X4)*

In column T Store Atmosphere (X4) variable t (2,898) > t table (1,990) which means that Ho is rejected and Ha is accepted. While the significant value is smaller than the probability value is 0.05 or significant value is 0.005 <0.05. Thus it can be concluded that the Store Atmosphere (X4) variable has a positive and a significant effect on Purchasing Decisions at PT Asia Jaya Properti Rantauprapat at $\alpha = 5\%$

➤ *Fifth Hypothesis Testing Results (X5)*

In column T Price variable (X5) tcount (2.258) > ttable (1.990) which means that Ho is rejected and Ha is accepted. While the significant value is smaller than the probability value of 0.05 or a significant value is 0.019 <0.05. Thus it can be concluded that the Price (X5) variable has a positive and a significant effect on Purchasing Decisions at PT Asia Jaya Properti Rantauprapat at $\alpha = 5\%$.

➤ *Hypothesis Testing X1, X2, X3, X4, X5*

To test whether the proposed hypothesis is accepted or rejected, use the F statistic (F test). The F test aims to determine the effect simultaneously or together of independent variables namely Brand Community (X1), Products (X2), Promotion (X3), Store Atmosphere (X4) and Price (X5) on the dependent variable Purchase Decision (Y).

ANOVA ^b					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	392.035	5	78.407	26.132	.000 ^b
Residual	243.308	81	3.004		
Total	635.343	85			
a. Predictors: (Constant), Brand Community, Products, Promotions, Store Atmosphere, Prices.					
b. Dependent Variable: Purchase Decision					

Table 4:- Test Results F ANOVAb

In **Table 4.** it can be seen that the Fcount value is 26,132 with a significance level of 0,000. Based on the F test results the data of this study are significant, it can be seen from the sig value smaller than the alpha value (0,000 <0.05).

If the significance level is below 0.05 then H0 is rejected and Ha is accepted.

Fcount	Ftabel
26.132	2,330

Table 5:- Reability Statistics
Source: Primary Data Processing Results

Representation of ANOVA, namely:

- The Fcount value is 26.132 while the Ftable value at the 95% confidence level ($\alpha = 0.05$) is 2.330. This means that $F_{count} 26,132 > F_{table} 2,330$, Ha is accepted and Ho is rejected. For the significance level of 0,000 <0.05, it shows that the Brand Community (X1), Product (X2), Promotion (X3), Store Atmosphere (X4) and Price (X5) variables simultaneously have positive and significant effects on Purchasing Decisions at PT Asia Jaya Properti Rantauprapat.

➤ *Discussion of Research Results*

In accordance with the results of respondents' answers to the intended questions related to the variables studied in the study, and the results of statistical testing of the proposed hypothesis, it can be adjusted several things that are the findings of the study.

➤ *The Influence of Brand Community on Purchasing Decisions*

Based on the t test the Brand Community variable (X1) has a tcount (4,319) > t table (1,990) which means that Ho is rejected and Ha is accepted. While the significant value is smaller than the probability value of 0.05 or a significant value of 0,000 <0.05. Thus it can be concluded that the Brand Community (X1) variable has a positive and a significant effect on Purchasing Decisions at PT Asia Jaya Properti Rantauprapat at $\alpha = 5\%$.

This is in line with the research of Septiana, etc. (2015) with the research title "Analysis of Virtual Brand Community Models for Decisions on Using Facial Cleansing Soap Products (Survey of Pond's Teen Facebook Page Fans Members)". Based on the results of the analysis it is known that the virtual brand community is located in the moderate category at PT Unilever Indonesia.

➤ *Effect of Products on Purchasing Decisions*

Based on the t test, the Product variable (X1) has a tcount (4.439) > t table (1.990) which means that Ho is rejected and Ha is accepted. While the significant value is smaller than the probability value of 0.05 or a significant value of 0,000 <0.05. Thus it can be concluded Product variable (X1) has a positive and significant effect on Purchasing Decisions at PT Asia Jaya Properti Rantauprapat at $\alpha = 5\%$.

This is in line with Marendra's research (2018) with the research title "Effect of Marketing Mix (Product, Price, Location and Promotion) on Consumer Purchasing Decisions in Minimarket (Alfamart or Indomaret), (Case study at Pamulang University)". Based on the results of the analysis it is known that the product, price, location and promotion if partially tested significantly influences the purchase decision.

➤ *The Effect of Promotion on Purchasing Decisions*

Based on the t test Promotions variable (X2) tcount (2.125) > ttable (1.990) which means that Ho is rejected and Ha is accepted. While the significant value is smaller than the probability value of 0.05 or a significant value of 0.028 <0.05. Thus it can be concluded that the Promotion variable (X2) has a positive and significant effect on Purchasing Decisions at PT Asia Jaya Properti Rantauprapat at $\alpha = 5\%$.

This is in line with Maesaroh (2019) in his research entitled "The Effect of Store Image, Location and Promotion on Consumer Purchasing Decisions in Omnis Wangon Stores". Based on the results of his research is Promotion has a positive effect on consumer purchasing decisions (Y) with a correlation coefficient of 0.299 with sig. (2-tailed) of 0.003.

➤ *The Effect of Store Atmosphere on Purchasing Decisions*

Based on the t test results of Store Atmosphere (X3) $t_{count} (2,898) > t_{table} (1,990)$ which means that H_0 is rejected and H_a is accepted. While the significant value is smaller than the probability value of 0.05 or significant value of $0.005 < 0.05$. Thus it can be concluded that the Store Atmosphere (X3) variable has a positive and significant effect on Purchasing Decisions at PT Asia Jaya Properti Rantauprapat at $\alpha = 5\%$.

This is also in line with Sundari and Susanti's research (2019) entitled "The Effect of Consumer Perception and Store Atmosphere on Consumer Purchasing Decisions at Basko Grand Mall (Study on Padang City Communities)". Based on the results of his research, the results obtained that the variable consumer perception and store atmosphere variables partially have a positive and significant influence on consumer purchasing decisions at Basko Grand mall.

➤ *The Effect of Prices on Purchasing Decisions*

Based on the results of the t test variable Price (X4) $t_{count} (2.258) > t_{table} (1.990)$ which means that H_0 is accepted and H_a is rejected. While the significant value is greater than the probability value of 0.05 or a significant value of $0.019 < 0.05$. Thus it can be concluded Price variable (X4) has a positive and significant effect on Purchasing Decisions at PT Asia Jaya Properti Rantauprapat at $\alpha = 5\%$.

This is also in line with research Lotulung, etc. (2015) in a journal entitled "The Effect of Product Quality, Price, and WOM (Word of Mouth) Against the Evercoss Mobile Purchasing Decision on CV.Tristar Jaya Globalindo Manado". The results showed that Product Quality, Price and WOM together had a significant influence on the Purchasing Decision of Evercoss mobile phones and partially Product Quality Price and WOM influenced the Purchasing Decision.

The Influence of Brand Community, Products, Promotions, Store Atmosphere, and Prices on Purchasing Decisions

Based on the results of the study, the Fcount value was 26,132 while the Ftable value at the 95% confidence level ($\alpha = 0.05$) was 2.330. This means that $F_{count} 26,132 > F_{table} 2,330$, H_a is accepted and H_0 is rejected. For the significance level of $0,000 < 0.05$, it shows that the Brand Community (X1), Product (X2), Promotion (X3), Store Atmosphere (X4) and Price (X5) variables simultaneously have positive and significant effects on Purchasing Decisions at PT Asia Jaya Properti Rantauprapat.

The Role of Brand Community, Products, Promotions, Store Atmosphere, and Prices are becoming increasingly important, because today there is a tendency to change one's motives for shopping, where shopping is not only a functional activity to buy goods but also as a filling activity time.

V. CONCLUSION

The conclusions formulated in the study with the title "The Effect of Brand Community, Products, Promotions, Store Atmosphere, and Prices on Purchasing Decisions at PT Asia Jaya Properti Rantauprapat" are:

- The results based on the F test showed that the Brand Community, Product, Promotion, Store Atmosphere, and Price variables together (simultaneously) have a positive and a significant effect on Purchasing Decisions at PT Asia Jaya Properti Rantauprapat.
- The results based on the T test showed that Brand Community, Products, Promotions, Store Atmosphere, and Price have a positive and a significant effect on Purchasing Decisions at PT Asia Jaya Properti Rantauprapat.
- Based on the product variable t test (X1) has the most dominant influence on Purchasing Decisions at PT Asia Jaya Properti Rantauprapat. Product variables in this study have a far greater value compared to other variables (Brand Community, Promotion, Store Atmosphere, Price), so it can be said that the Product is the dominant determining factor in making Purchase Decisions at PT Asia Jaya Properti Rantauprapat with t_{count} of 4,439 > t_{table} of 1,990 at $\alpha = 5\%$ is $0,000 < 0.05$ so that the second hypothesis in this study can be verified.

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