The Effect of Location, Personal Selling and Price Perception on Consumer Purchasing Decision in Property Company, North Bekasi District

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A R T I C L E I N F O	A B S T R A C T
  	This study aims to determine the effect of location, personal selling and price perception of consumer purchasing decisions at PT. Symbol Nusantara Land housing. This type of research is quantitative. The population in this study amounted to 50 people. Sampling technique using saturated sampling technique. The sample in this study amounted to 50 respondents. Data collection techniques by distributing questionnaires through Google Form. Hypothesis testing in this study using Multiple Linear Regression analysis. The research subjects are consumers who have ordered and who have occupied a housing unit at PT. Symbol Nusantara Land. The results of this study indicate that the variables of Location, Personal Selling and Price Perception partially and simultaneously have a significant and positive effect on the Purchasing Decision variable.

INTRODUCTION

The basic needs in human life are primary needs (clothing, food and shelter) these are human needs that will continue to increase. And one of them, namely the board (house) is an important thing as a place to live or activity in human life itself. Besides being a place to live, the house is also a measure of one's degree for those who have luxurious homes. This can be seen from a development that is increasingly unique and modern.

Property is a primary need that is always needed by the community, demand continues to increase due to the growth of the community which continues to develop besides that the community chooses property as an investment because of the long term investment value.

Along with the rapid development of the economy and population growth and the increasing demand for property needs, especially in the provincial capital, developers are competing in building housing. In running a business, companies will be faced with very tight business competition, so companies must design a business strategy to excel in competition. The challenges that will be faced by competing companies include always trying to find the best way to seize and maintain market share according to Kuspriyono (Haryani, 2019).

Currently housing comes with all the conveniences offered, such as a credit system, low interest offers, low-priced booking fees and so on that aim to attract consumer interest. Coupled with government support, it is easy for the community to realize and own a place to live, but the community is also faced with an increasing number of choices of residential (property) products so that people become very selective in choosing housing units. Therefore, PT. Symbol Nusantara Land is here to make the dreams of Indonesian families come true because one of the elements of family happiness is a place to live, in thinking about quality housing. At affordable prices with all the conveniences.

Housing PT. Symbol Nusantara Land was established on October 25, 2021. It is a company engaged in real estate development. Realizing the vision of building housing of the highest quality and the convenience of owning a home, such as providing 0% down payment, money guarantee, and free mortgage consultation. In less than 1 year, PT Symbol Nusantara Land has built a housing area of 5,281 m2 with a sales target of 1,000 housing units. PT Symbol Nusantara Land focuses on building its projects in West Java region, especially in Bekasi area, namely: Asari Trace, Garbera Garden, and Camara Opulence.

With so many commercial housing in West Java region, especially Bekasi, consumers have many alternatives in choosing housing. So the company must aggressively carry out its marketing so that the purchasing decision is right for the company.

Therefore, business people, especially PT. Symbol Nusantara Land, must be able to convince consumers properly by considering location, personal selling and price perception because with so much competition in the world of property business in the Bekasi area, several factors have been chosen to become support for every consumer purchasing decision.

THEORETICAL REVIEW

Location

Location has an important role in influencing consumers in making purchases. Taking a good and strategic location is a location that is at the center of community activity. According to Kotler & Armstrong (Maulidina, 2019) defines location as a means of company activity so that products are easily available to target consumers. According to Alma (Wiwi Kurnianingsih, 2020) location is where the company operates or where the company carries out activities to produce goods and services that are important to the economy. According to Swastha (Husen, et al., 2018) location is the place where a business or business activity is carried out. Location is related to marketing channels between places and distribution channel decisions, according to Tjiptono (Latief, 2018).

Factors in choosing a location must be carefully considered by business actors in determining the location of their business, because the location of the business has a role as one of the business strategies. The business location decision is one of the business decisions that must be made carefully, because location refers to the local community where the business is located. Although success does not only depend on the location of the business, location factors will affect the success of a business.

Personal Selling

Personal Selling is interaction between individuals, face to face with the aim of creating, controlling, improving or maintaining mutually beneficial exchange relationships with other parties according to Swastha (Antara, et al.,2017). According to Kotler and Armstrong (Ervandi, 2021) Personal selling or personal selling is a personal presentation made by salespeople who have the goal of generating sales and building relationships with consumers. According to Sangadji and Sopiah (Alisan & Sari, 2018), individual selling is an oral presentation in a conversation with one or more prospects aimed at creating a sale. And one of the advantages of personal selling is the formation of two-way communication compared to the classic sales method which only relies on one-way communication according to Hammann and Peter (Fitriana & Ningrum, 2021).

From the above opinion, it can be concluded that personal selling is a two-way communication that is carried out face to face between the seller and the prospective buyer which aims to introduce the product to be offered, so that it is mutually beneficial for both parties.

Price Perceived

Price is one of the important factors from a service provider's side in winning a competition in marketing their products, therefore prices must be set. When consumers evaluate and research the price of a product, it is strongly influenced by the behavior of the consumers themselves according to Peter and Olson (Mendur et al., 2021). Price perception is the relative cost that consumers must incur to obtain the desired product or service, according to Priyanto

(Senggetang, et al., 2019). Tatik Suryani (Adipramita, 2019) defines that price perception is a process that involves physiological aspects such as the activity of selecting, organizing and interpreting stimuli so that consumers can give meaning to an object. Meanwhile, according to Cockril and Goode (Oscardo, et al., 2021) states that price perception is a psychological factor from various aspects that has an important influence on consumer reactions to prices.

Price has a significant influence on the success of the company, because the company's profits depend on the sold units. Prices can affect customer perceptions, so that low prices can give the perception of cheap and low quality products, while higher prices can give the impression of superior product quality. So the perception of price has a strong influence on both purchasing intention and satisfaction. Besides, price is an element of the marketing mix that is flexible, in the sense it can be changed quickly, in contrast to product characteristics or commitment to distribution channels.

Purchasing Decision

Purchasing Decision is one of the main elements of consumer, according to Lamb (Andrian, 2018). Consumer purchasing decisions are the stages that consumers use when buying goods and services. Purchasing decisions are a problem-solving approach to human activities in order to buy goods or services in fulfilling their wants and needs which consist of recognition of needs and desires, information search, evaluation of alternative purchases, purchasing decisions and after purchase behavioral. According to Basu Swastha (Andrian, 2018) consumer behavior can be interpreted as individual activities that are directly involved in meeting needs and using goods and services, including the decision-making process in preparing and implementing activities. Consumer behavior will determine the decision-making process in their purchases. The process is a problem-solving approach that consists of several stages.

Schiffman and Kanuk (Andrian, 2018) define purchasing decisions as selecting from two or more alternative purchasing decision options, meaning that a person can make a decision, must be available with several alternative choices. The decision to buy can lead to how the decision-making process is carried out. Consumer purchasing decisions are influenced by consumer behavior. According to Kotler (Andrian, 2018) the specific buying process consists of the following sequence of events: problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. In making purchases, consumers are inseparable from product characteristics, both appearance, style, quality and price of these products. Pricing by sellers will affect consumer purchasing behavior, because prices that can be reached by consumers will tend to make consumers buy these products according to Tejdhakusuma, et al. (Andrian, 2018).

Conceptual Framework

The research framework shows the relationship between variables can be described and explained as follows.
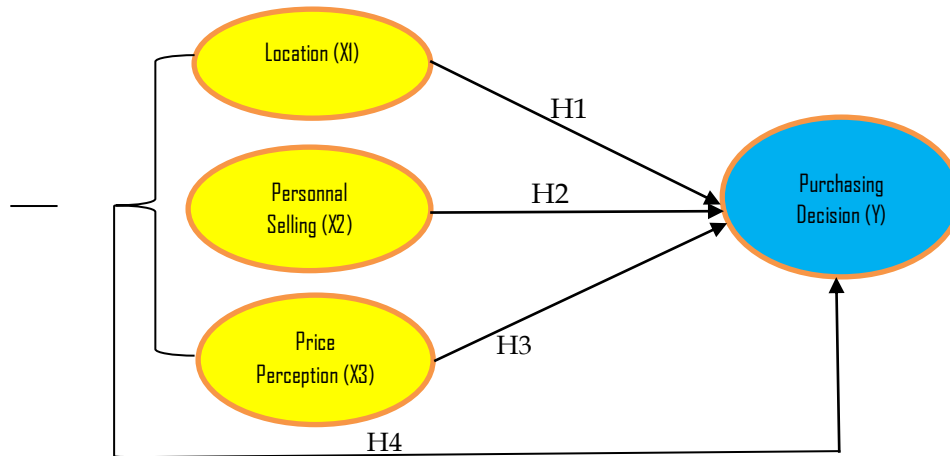

Figure 1. Conceptual Framework

Hypothesis

According to Sugiyono (Maulidina, 2019) the hypothesis is a temporary answer based on the formulation of the research problem, where the formulation of the research problem has been stated in the form of a question. The hypothesis in this study is as follows:

- ➤ **H1 hypothesis** : Location influences the Purchasing Decision at PT.Symbol Nusantara Land.
- ➤ **H2 hypothesis** : Personal Selling has an effect on Purchasing Decision on Housing PT.Symbol Nusantara Land.
- ➤ **H3 Hypothesis** : Price Perception influence Purchasing Decision on Housing PT.Symbol Nusantara Land.
- ➤ **H4 Hypothesis** : Location, Personal Selling, and Price Perception are simultaneously influential significant to the purchase decision at PT.Symbol Nusantara Land.

METHODOLOGY

This type of research is associative research. According to Sugiyono (Maulidina, 2019) associative research is research that aims to connect two or more variables to see the effect, and this research uses a quantitative approach. The purpose of quantitative research is to develop and use mathematical models, theories or hypotheses related to a phenomenon. The data used in this study were primary data. Primary data were data obtained directly from observations and questionnaires. This study used primary data in the form of observations and data collection questionnaires on PT.Symbol Nusantara Land consumers. In this study the authors used reliability and validity tests to ensure the data used was valid. Data was collected by compiling a list of questions to be asked to respondents in the form of a questionnaire, after that the collected data would be processed using the SPSS program.

Operational variables are used in determining the indicators, types, and scale of the variables involved in the research, so that hypothesis testing with statistical tools can be carried out correctly in accordance with the research title.

1. Independent Variable
   Independent variables are variables that are not affected by other variables or often referred to as stimulus variables, predictors, and antecedents. The independent variables in this study are Location (X1), Personal Selling (X2) and Price Perception (X3).
2. Dependent Variable
   The dependent variable is usually called the output variable and it is a variable that is affected by other variables (independent variables). The dependent variable in this study is the Purchasing Decision (Y).

The population is a generalization area consisting of subjects or objects that have certain qualities and characteristics that are applied by researchers to be studied and conclusions drawn, according to Sugiyono (Maulidina, 2019). The population in this study were customers who had ordered and who had occupied housing units at PT.Symbol Nusantara Land from the Asari Trace, Garbera Garden and Camara Opulence clusters with a total of 50 respondents.

According to Sugiyono (Maulidina, 2019), the sample is part of the number and characteristics of the population. Based on the population above, the method used in this study is the saturated sampling method. Saturated sampling technique is a sampling technique when all members of the population are used as samples.

Validity Test

According to Sekaran (Maulidina, 2019) the validity test is carried out to find out that the instrument, technique, or process used to measure a concept actually measures the concept in question used to find out whether the questionnaire instrument used in data collection is valid or not and will be called reliable if the answer is consistent/stable over the time. Basic validity testing is as follows:

1. If r count is positive and r count > r table, then the variable is valid.
2. If r count is negative and r count < r table, then the variable is not valid.

Reliability Test

Reliability is an index that shows the extent to which a measuring device can be trusted or relied, according to Situmorang & Luthfi (Maulidina, 2019). If the respondents are consistent in answering the statements on the questionnaire, then the data is reliable, otherwise, if the respondents are inconsistent, the data is not reliable. The reliability test can be carried out jointly on whole questions. If the Alpha value > 0.70 then it is reliable. The basis for reliability testing is as follows:

1. If the Cronboach Alpha value is > 0.70, the data tested is declared reliable.
2. If the Cronboach Alpha value is < 0.70, the data tested is declared not reliable.

Normality Test

According to Ghozali (Maulidina, 2019) the normality test has the goal of knowing whether the distribution of a data follows or approaches a normal distribution. There are 2 ways to detect whether the residuals are normally distributed or not, namely by using the collomorphic statistical test. If the criteria:

1. Sig. > 0.05 then the data is normally distributed.
2. Sig. < 0.05 then the data is not normally distributed.

Multicollinearity Test

Multicollinearity test has a goal in testing whether in the regression model found a correlation between independent variables. According to (Ghozali, 2018) a good regression model should not have a correlation between the independent variables. If the independent variables are correlated, then these variables are not orthogonal. This test is also used to avoid the decision-making process regarding the influence of the partial test of every independent variable on dependent variables. If the result of VIF is between 1-10 then there is no multicollinearity.

Heteroscedasticity Test

According to Ghozali (Maulidina, 2019), the Heteroscedasticity Test has the aim of testing whether in the regression model there is an inequality of variance from the residuals from one study to another. There are several steps in detecting the presence or absence of heteroscedasticity, namely by looking at the graphic plot between the predicted values of dependent variable, and you can also use the Glejser test, by regressing the residual absolute value of the independent variable above the 5% confidence level, it can be concluded that the regression model does not contain heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to test how much influence of one variable on another variable.
Simple linear regression equation model with the following formula:

$$Y = a + b1X1 + b2X2 + b3X3 + e$$

Information:
Y = Purchasing Decision
a = constant price
b1 = First Regression Coefficient
b2 = Second Regression Coefficient
b3 = Third Regression Coefficient
X1 = Location
X2 = Personal Selling
X3 = Price Perception
e = Error

Hypothesis Test
1. Simultaneous Test (F Test)
This test aims to see whether all the independent variables included in the model have a simultaneous effect on the dependent variable. The decision making in the F test is:
➢ Ho : does not meet eligibility.
➢ Ha : fulfill eligibility.
Criteria:
➢ If F count > F table, then Ho is rejected and Ha is accepted.
➢ If F count < F table, then Ho is accepted and Ha is rejected.
Or :
➢ If $p < 0.05$, then Ho is rejected and Ha is accepted.
➢ If $p > 0.05$, then Ho is accepted and Ha is rejected:

2. Partial Regression Coefficient Test (t Test)
This test has the aim of knowing how far the influence of an independent variable partially (individually) on the variation of the dependent variable. The hypothesis used in this test is:
➢ Ho: there is no influence between variable x on variable y.
➢ Ha : there is influence between variable x on variable y.
Criteria:
➢ If t count <t table, then Ho is accepted.
➢ If t count > t table, then Ho is rejected.
Or :
➢ If $p < 0.05$, then Ho is rejected.
➢ If $p > 0.05$, then Ho is accepted.

Coefficient of Determination Test (R^2)
According to Ghozali (Maulidina, 2019), the coefficient of determination test (R^2) serves to measure the ability of the model to vary the dependent variable. The value of the coefficient of determination is between zero and one.

RESULTS AND DISCUSSIONS
Validity Test
Validity test is carried out to find out whether the questionnaire or questionnaire is valid or not. Questionnaires can be declared valid if a person's answers to the statements contained in the questionnaire or questionnaire are consistent or stable from time to time. Validity test can be done by comparing the value of r count with r table. the basis for testing the validity criteria is that if r count > r table, then the items or questionnaire statements are declared valid. If r count <r table, then the questionnaire items or statements are invalid. The calculated r value is taken from the output of SPSS version 23.

Table 1. Validity Test of Location (X1)

Indicator	r count	r table	Information
Statement 1	0.534	0.2787	Valid
Statement 2	0.808	0.2787	Valid
Statement 3	0.847	0.2787	Valid
Statement 4	0.725	0.2787	Valid
Statement 5	0.520	0.2787	Valid

Source : Prepared by the authors (2023)

From table 1 above it can be seen that the calculated r count of all the statements tested contained 5 items declared valid or > the r table, it can be concluded that 5 item statements from each table in this study were declared **valid.**

Table 2. Validity Test of Personal Selling (X2)

Indicator	r count	r table	Information
Statement 1	0.714	0.2787	Valid
Statement 2	0.815	0.2787	Valid
Statement 3	0.866	0.2787	Valid
Statement 4	0.848	0.2787	Valid
Statement 5	0.739	0.2787	Valid

Source : Prepared by the authors (2023)

From table 2 above it can be seen that the calculated r count of all the statements tested there are 5 valid items or have a value > the r table in this study declared **valid.**

Table 3. Validity Test of Price Perceived (X3)

Indicator	r count	r table	Information
Statement 1	0.237	0.2787	Valid
Statement 2	0.787	0.2787	Valid
Statement 3	0.867	0.2787	Valid
Statement 4	0.825	0.2787	Valid
Statement 5	0.628	0.2787	Valid

Source : Prepared by the authors (2023)

From table 3 above it can be seen that the calculated r count of all the statements tested contained 5 valid items or a value > the r table in this study which was stated to be **valid**.

Table 4. Validity Test of Purchasing Decision (Y)

Indicator	r count	r table	Information
Statement 1	0.601	0.2787	Valid
Statement 2	0.601	0.2787	Valid
Statement 3	0.885	0.2787	Valid
Statement 4	0.737	0.2787	Valid
Statement 5	0.518	0.2787	Valid

Source : Prepared by the authors (2023)

From table 4 above it can be seen that the calculated r value of all the statements tested there are 5 valid items or have a value > the r table in this study declared **valid.**

Reliability Test

Reliability test is a test that shows a level of consistency and accuracy of measurement results in order to find out how far a measuring instrument can be relied upon. The reliability test can be carried out simultaneously on all questions, if Alpha value > 0.70 then it is **reliable.**

Table 5. Reliability Test

	Cronbach's Alpha Based on	
Cronbach's Alpha	**Standardized Items**	**N of Items**
0.809	0.815	4

Source : Prepared by the authors (2023)

Based on the table above it is known that the results of the Cronbach Alpha value are 0.809 > 0.70, it can be concluded that the questionnaires distributed in this study are **reliable.**

Normality Test

This normality test is useful for testing whether in the regression model, the dependent variable and independent variable have a normal distribution or not. The good and feasible data used in a study is a normal data distributed. The results of the Normality Test are as follows:

Table 6. Normality Test

		Location	Personal Selling	Price Perceived	Purchasing Decision
N		50	50	50	50
Normal Parameters [a,b]	Mean	23.88	23.66	23.70	23.98
	Std.Deviation	1.438	1.780	1.474	1.332
Most Extreme Diff.	Absolute	0.322	0.334	0.311	0.318
	Positive	0.218	0.226	0.189	0.222
	Negative	-0.322	-0.334	-0.311	-0.318
Test Statistics		0.322	0.334	0.311	0.318
Asymp. Sig. (2-tailed)		0.000	0.000	0.000	0.000

Source : Prepared by the authors (2023)

In Kolmogrov-Smirnov test method, if the significance value is > 0.05 then the variable is normally distributed and otherwise, if the significance is < 0.05 then the variable is not normally distributed. From the results of the table above it can be seen that the Asymp. Sig.(2-tailed) is 0.000 < 0.05, so it can be concluded that the data is **not normally distributed.**

Multicolinierity Test

The multicollinearity test is useful for testing whether the regression model finds a correlation between independent variables. The way to find out whether there are deviations from the multicollinearity test is to look at the

Tolerance and VIF values of each independent variable, if the Tolerance value is > 0.10 and the VIF value is < 10, then the data is free from **Multicollinearity** symptoms.

Table 7. Multicolinierity Test

Independent Variable	Calculation		Information
	Tolerance	VIF	
Location	0.586	1.707	No Multicolinierity
Personal Selling	0.684	1.462	No Multicolinierity
Price Perceived	0.548	1.825	No Multicolinierity

Source : Prepared by the authors (2023)

It can be seen in the table above the results of calculating the Tolerance value that there are no independent variables that have a Tolerance value < 0.10 and the Independent Factor (VIF) variable also shows the same thing, namely there is no VIF value from the independent variable that has value > 10. The results of calculating the value Tolerance and VIF can be concluded that there is **no multicollinearity** between independent variables in the regression model.

Heteroscedasticity Test

The heteroscedasticity test aims to test that in the regression model there is an inequality of variance from the residuals of one observation to another. The occurrence of heteroscedasticity could not be known by using the Scatter Plot between the predicted value of the dependent variable, namely ZPRED, and the residual SRESID. There is no heteroscedasticity, if there is no clear pattern, and the points spread above and below the number 0 on the Y axis.
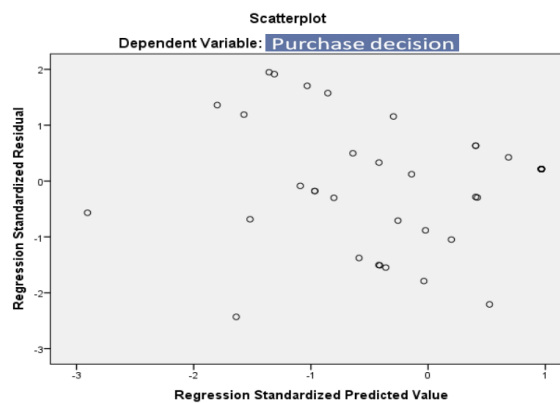

Figure 2. Heteroscedasticity Test
Source : Prepared by the authors (2023)

Based on the picture above it can be seen that there is no clear pattern and the points spread randomly above and below the number 0 on the Y axis. This shows that the data in this study is **No Heteroscedasticity**.

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to test how much influence one variable has on another variable. Statistical calculations in this study were

using the help of the SPSS program and the results of data processing obtained the following results:

Table 8. Multiple Linear Regression Analysis Test

Model	Unstandardized Coefficient		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	9.031	2.896		3.118	0.003		
Location	0.222	0.141	0.240	1.570	0.123	0.586	0.707
Personal Selling	0.180	0.106	0.240	1.699	0.096	0.684	1.462
Price Perceived	0.228	0.143	0.252	1.595	0.117	0.548	1.825

Source : Prepared by the authors (2023)

Based on the table above the multiple linear regression equation in this study is as follows:

$$Y = 9{,}031 + 0{,}222\ X1 + 0{,}180\ X2 + 0{,}228\ X3 + e\ldots\ldots..(1)$$

The multiple regression equation above is explained as follows:
   a. The multiple regression equation above is known to have a constant of 9.031. The magnitude of the constant indicates that if the independent variables are assumed to be constant, then the dependent variable, namely Y, increases by 9.031%.
   b. The variable coefficient X1 = 0.222 means that every 1% increase in X1 will cause a 0.222% increase in Y.
   c. The coefficient of the variable X2 = 0.180 means that every 1% increase in X2 will cause an increase in Y of 0.180%.
   d. The variable coefficient X3 = 0.228 means that every 1% increase in X3 will cause an increase in Y of 0.228%.

Hyphotesis Test
Partially t Test
   The T statistical test shows how far the influence of one independent variable has on the dependent variable. In order to test the effect of each independent variable used in this study partially used the t test with a significance level of 0.05. The basis for decision making is as follows:
   1. Decision making based on probability values.
        a. If significant < 0.05 then Ho is rejected, Ha is accepted.
        b. If significant > 0.05 then Ho is accepted, Ha is rejected.
   2. Decision making based on t-count values.
        a. If t Count > t Table, then Ho is rejected.
        b. If t Count < t Table, then Ho is accepted.
   Testing is done by processing the data by using the SPSS program. The results of the t test data (partial test) can be seen in table 9 as follows:

Table 9. Partially t Test

Model	Unstandardized Coefficient		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	9.031	2.896		3.118	0.003		
Location	0.222	0.141	0.240	1.570	0.123	0.586	0.707
Personal Selling	0.180	0.106	0.240	1.699	0.096	0.684	1.462
Price Perceived	0.228	0.143	0.252	1.595	0.117	0.548	1.825

Source : Prepared by the authors (2023)

With n = 50, df = 50 - 2 = 48 is obtained, then t table is 2.1063. Based on the data above, from the results of the table above it can be seen that the constant t-count value is 3.118 > 2.1063 (t table) with sig. 0.003 > 0.05 (α) or a significance value < 0.05. Therefore H_0 is rejected or Ha is accepted, which means that partially the X variable has a significant effect on the Y variable.

F Simultaneous Test

The F test is used to fulfill the influence simultaneously or together with the independent variables of Location (X1), Personal Selling (X2) and Price Perception (X3) have a significant effect on Purchasing Decisions (Y).

Table 10. F Simultaneous Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.354	3	10.785	9.082	0.000
	Residual	54.626	46	1.188		
	Total	86.980	49			

Source : Prepared by the authors (2023)

From the results of the table above, it can be seen that the calculated F count is 9.082 > 2.80 (F table) with a sig. 0.000 < 0.05 (α) or a significance value of less than 0.05. Therefore H_0 is rejected or Ha is accepted, which means that it simultaneously influences Location (X1), Personal Selling (X2) and Perceived Price (X3) on Purchase decisions (Y).

Determination Coefficient Test (R^2)

The coefficient of determination (R^2) essentially measures how far the model's ability to explain the variation in the dependent variable. The value of the coefficient of determination is between zero and one.

If the coefficient value is close to zero, then the ability of the independent variable influences the dependent variable in the study is very limited. Then, if the coefficient value is close to number one, then the ability of the independent variable provides almost all information about the dependent variable, meaning that the independent variable contributes perfectly to the dependent variable.

Table 11. Determination Coefficient Test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.610[a]	0.372	0.331	1.090

Source : Prepared by the authors (2023)

In the table above it can be seen from the results of calculations using the SPSS program that the coefficient of determination (Adjusted R Square) obtained is 0.331. This means that 33.1% of purchasing decisions can be explained by the independent variables of Location, Personal Selling and Price Perception on dependent variable of Purchasing Decision, while the remaining 66.9% is explained by other reasons that are outside the variables in this study.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research analysis and discussion of the influence of location, personal selling and price perceptions on purchasing decisions at PT.Symbol Nusantara Land housing, several conclusions can be drawn as follows:

1. That the partial test results of the location variable have an effect on purchasing decisions of PT.Symbol Nusantara Land consumers. A strategic location will have an impact on increasing purchasing decisions.
2. That the results of partial test of Personal Selling variable influences purchasing decisions. Personal selling that is done well can influence potential customers to make purchasing decisions.
3. That the results of partial test of the price perception variable affects the purchasing decision. Price is one of the important things for potential customers in making purchasing decisions.
4. That the results of simultaneous test of the variables Location, Personal Selling and Price Perception together have a significant effect on the dependent variable of Purchasing Decisions at PT. Symbol Nusantara Land by 33.1%, while the remaining 66.9% is explained by the causes other variables that exist outside of this study.

5. The whole fellows management lecturers who cannot be mentioned one by one.

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