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*Research Article*

# The Influence of Product Quality, Location, and Promotion on Consumer Purchase Decisions of Type 36 Houses at PT Maulana Wamahyaya Sejahtera in Kubu Raya Regency

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## ABSTRACT

This study aims to examine the influence of product quality, location, and promotion on consumer purchase decisions for Type 36 houses at PT Maulana Wamahyaya Sejahtera, Kubu Raya Regency. The research uses an associative method with a quantitative approach. Data were collected through interviews, questionnaires, and documentation, with a total sample of 101 respondents selected using purposive sampling. Data analysis techniques included validity and reliability tests, classical assumption tests, multiple linear regression analysis, as well as t-test and F-test. The results of the t-test show that product quality, location, and promotion have a significant effect on purchase decisions. These three independent variables have a positive and significant partial effect on consumer purchase decisions. Meanwhile, the F-test results indicate that product quality, location, and promotion simultaneously have a significant effect on purchase decisions. The coefficient of determination ($R^2$) value of 0.745 indicates that 74.5% of the variation in consumer purchase decisions can be explained by these three variables, while the remaining 25.5% is influenced by other variables outside the scope of this study. These findings indicate that improving product quality, selecting strategic locations, and implementing effective promotional strategies can significantly enhance consumer purchase decisions for Type 36 houses at PT Maulana Wamahyaya Sejahtera.

**Keywords:** Product Quality; Location; Promotion; Consumer Purchase Decision

## 1. INTRODUCTION

The growth in population is one of the main causes of the increasing demand for housing. Housing is one of the basic human needs, along with food and clothing. Every individual will prioritize basic needs over secondary ones, including the need for housing. Everyone will strive to fulfill their need for a place to live in accordance with their preferences and financial capabilities, adjusted to their living standards in society. The term "property" refers to land or buildings owned by an individual or a certain party. Property does not only refer to standing buildings, but also includes land along with the structures built upon it. Engaging in the property business is one form of asset investment with relatively high potential returns in the future, as property values tend to experience high demand each year and will automatically increase the selling value.

In line with economic development, the property sector in West Kalimantan has shown significant growth. One of the main factors driving the growth of the property sector in West Kalimantan is the increase in population and urbanization. In addition, local governments also offer various incentives to attract investment in the property sector, both in the form of easier licensing policies and the development of new economic zones. However, amid this rapid growth, the sector also faces several challenges, such as limited infrastructure in remote areas and environmental impacts caused by land-use change. Therefore, proper management is needed so that property development can proceed in a sustainable manner.

Kubu Raya Regency is one of the regions in West Kalimantan experiencing rapid development in the property sector. Many people have started to look for alternative housing in surrounding areas. This has encouraged many developers to build subsidized housing in various types that offer modern concepts and increasingly complete facilities. PT Maulana Wamahyaya Sejahtera is a housing development company in West Kalimantan established in 2018 by Muhammad Zawawi. This company has built two housing complexes of type 36, namely Wamahyaya Sejahtera and Zamrud Swadaya Residence 2. The office of PT Maulana Wamahyaya Sejahtera is located at Jalan Tunas Harapan, Zamrud Swadaya Residence 2 Complex Block B, Pal IX, Sungai Kakap District, Kubu Raya Regency.

PT Maulana Wamahyaya Sejahtera is one of the housing development companies that provides two housing complexes—Wamahyaya Sejahtera and Zamrud Swadaya Residence 2 located in Kubu Raya Regency, West Kalimantan. This company is a member of APERSI (Association of Indonesian Housing and Settlement Developers). There are three areas in Kubu Raya Regency recorded under the APERSI Regional Executive Board, namely Sungai Kakap, Sungai Ambawang, and Sungai Raya. All housing complexes in those areas are recorded as developing type 36 housing. PT Maulana Wamahyaya

Sejahtera is located in the Sungai Kakap area and develops subsidized housing of type 36.

The number of houses built by PT Maulana Wamahyaya Sejahtera can be seen in **Table 1**.

**Table 1. Number of Houses Built in 2022 – 2024**

| Housing Name | House Type | Year (Unit) | | | Total Units |
|---|---|---|---|---|---|
| | | 2022 | 2023 | 2024 | |
| Wamahyaya Sejahtera | 36 | 21 | 23 | 22 | 66 |
| Zamrud Swadaya Residence 2 | 36 | 21 | 21 | 27 | 69 |

Source: PT Maulana Wamahyaya Sejahtera, 2025

Based on **Table 1** shows that the number of housing units built by PT Maulana Wamahyaya Sejahtera increased each year. In 2022, 42 units were built. In 2023, 44 units were built, indicating a 5% increase. In 2024, 49 units were built, showing an 11% increase. In total, PT Maulana Wamahyaya Sejahtera built 135 houses 66 units in Wamahyaya Sejahtera and 69 units in Zamrud Swadaya Residence 2. The number of houses sold by PT Maulana Wamahyaya Sejahtera can be seen in **Table 2**.

**Table 2. Number of Type 36 Houses Sold in 2022 – 2024**

| Year | Units Sold | House Price (Rp) | DP Price (Rp) | Total Sales (Rp) | Percentage (%) |
|---|---|---|---|---|---|
| 2022 | 42 | 164.500.000 | 8.225.000 | 6.909.000.000 | - |
| 2023 | 44 | 164.500.000 | 8.225.000 | 7.238.000.000 | 5% |
| 2024 | 49 | 164.500.000 | 8.225.000 | 8.060.500.000 | 11% |

Source: PT Maulana Wamahyaya Sejahtera, 2025

Based on **Table 2** indicates that the number of houses sold by PT Maulana Wamahyaya Sejahtera increased. In 2023, home sales rose by 5%. In 2024, sales increased by 11%. The house is priced at Rp 164,500,000 with a credit payment system. PT Maulana Wamahyaya Sejahtera offers a special deal whereby customers only need to pay a down payment (DP) of Rp 8,225,000 to move into a subsidized house. The requirements for credit purchase include paying a booking fee as a purchase commitment and submitting documents such as copies of ID cards (KTP), family cards (KK), taxpayer identification number (NPWP), photographs, bank book, salary slips, and completing the provided mortgage form. If the bank approves the application, the credit agreement can be finalized.

Product quality is the ability of a product to fulfill its functions and meet customer expectations, including durability, reliability, and neatness (Suparno & Suwitho, 2019). In the context of property, this includes building materials, aesthetics, and physical comfort. According to Ali & Khuzaini (2017), product quality is the fitness of a product to meet the needs and satisfaction of customers. Quality reflects characteristics that fulfill both explicit and implicit needs (Lestari & Nurwulandari, 2022). At PT Maulana Wamahyaya Sejahtera, complaints about faded paint and sloppy finishing indicate that quality perception remains a crucial issue that can influence consumer decisions.

Location is one of the most important elements in property marketing strategy. A strategic location near public facilities and easy access will increase value and purchase interest (Harjanto, 2016). According to Sulastri & Prasetiyo (2022), location relates to where a company conducts its operations, while Asral & Djumarno (2017, p. 169) emphasize that location acts as a distribution channel to deliver products to consumers. Prayogi, Surya & Naipospos (2024) state that location is a factor that greatly influences consumers' interest in visiting and purchasing. The housing complexes developed by PT Maulana Wamahyaya Sejahtera are located on Jalan Tunas Harapan, Pal IX, Sungai Kakap District, Kubu Raya Regency. The location is very strategic and easily accessible from various activity centers such as schools, shopping centers, and health facilities. It is clearly visible from the roadside. Moreover, improved road infrastructure and a clean, pollution-free environment provide comfort for the residents.

Promotion is a means of delivering product benefits and encouraging consumers to make purchases (Gulo, Suryati, & Ginting, 2022). Rozikin, Widarko, & ABS (2021) state that sales promotion is a short-term program designed to influence purchasing decisions. Kelana & Raldianingrat (2022) further explain that promotion is an activity to communicate product benefits and influence consumer decision-making. PT Maulana Wamahyaya Sejahtera promotes its housing by distributing brochures to prospective buyers, direct selling through information dissemination, and word-of-mouth from previous customers. The developer also maintains good public relations and utilizes social media such as Instagram and Facebook, as well as property marketplaces, as effective tools to spread information about the housing being marketed.

Purchase decision is the action of choosing one product from several alternatives, based on expected benefits and satisfaction (Mardani, Yani, & Napisah, 2020). According to Samosir et al. (2020), purchase decisions are behaviors shown by individuals in planning, buying, and using goods and services. Girsang & Purba (2021) explain that purchase decisions occur after consumers evaluate the product's performance based on their expectations. Careful consideration in decision-making affects consumer preferences and loyalty (Noviyanti & Rachmawan, 2025).

In marketing, various challenges often arise, especially in attracting prospective customers to purchase products or services. Some of the main factors influencing purchasing decisions are product quality, location, and promotion. Consumers also tend to consider their needs and the benefits of the product before deciding to buy. PT Maulana Wamahyaya Sejahtera must understand consumer decision-making in purchasing homes. This is essential to formulate appropriate strategies to attract prospective customers and increase house sales. Based on the background explanation above, the researcher is interested in conducting a study entitled: "The Influence of Product Quality, Location, and Promotion on Consumer Purchase Decisions of Type 36 Houses at PT Maulana Wamahyaya Sejahtera in Kubu Raya Regency."

## 2. RESEARCH METHOD

### Type of Research

The research method used in this study is an associative method with a quantitative approach. According to Siregar (2022) associative research is research that aims to determine the relationship between two or more variables. Through this research, a theory can be developed that serves to explain, predict, and control a phenomenon under investigation.

### Data Collection Techniques

The data collection techniques in this study involve both primary and secondary data. According to Siregar (2022) primary data are data collected directly by the researcher from the first source or location where the research object is studied. Primary data in this study were obtained through interviews and questionnaires. Interviews were conducted directly with the President Director, Mr. Muhammad Zawawi, and employees at PT Maulana Wamahyaya Sejahtera. According to Sugiyono (2020) a questionnaire is a data collection technique conducted by giving a set of written questions or statements to respondents to be answered. The respondents in this study are consumers who purchased houses from PT Maulana Wamahyaya Sejahtera. According to Siregar (2022) secondary data are data published or used by organizations that are not the original processors. The secondary data used in this study include the number of houses built and the number of houses sold at PT Maulana Wamahyaya Sejahtera.

### Population and Sample

According to Sugiyono (2020) the population is defined as a generalization area consisting of objects/subjects that have certain qualities and characteristics established by the researcher to be studied and from which conclusions are drawn. The population in this study includes all consumers who purchased houses at PT Maulana Wamahyaya Sejahtera, totaling 135 individuals. According to Siregar (2022) a sample is a data collection procedure in which only part of the population is selected and used to determine the desired characteristics and traits of the entire population. When the population is large and it is not feasible for the researcher to study all elements due to constraints of time, cost, and resources, a sample must be taken. The number of samples was determined using the Slovin formula. Based on the calculation using Slovin's formula, the sample size in this study is 101 respondents, who are consumers that purchased Type 36 houses from PT Maulana Wamahyaya Sejahtera. The sampling technique used is purposive sampling. According to Sugiyono (2020) purposive Sampling is a sampling technique for data sources with certain considerations. The sampling criteria in this study are consumers who have purchased houses from PT Maulana Wamahyaya Sejahtera.

### Research Variables and Measurement Scale

The variables in this study consist of independent and dependent variables. The independent variables are product quality (X1), location (X2), and promotion (X3). The dependent variable is consumer decision (Y). The scale used in this study is the Likert scale. According to Siregar (2022) the Likert scale is used to measure a person's attitude, opinion, and perception toward a particular object or phenomenon. The scale consists of five alternative responses ranging from strongly disagree (1) to strongly agree (5).

### Data Analysis Techniques

Data analysis techniques in this study include a validity test using Pearson Product Moment correlation, where a statement is considered valid if the calculated r-value > r-table (Sugiyono, 2020), and a reliability test using Cronbach's Alpha, with a coefficient greater than 0.60 indicating reliability (Siregar, 2022). a normality test was conducted using the Kolmogorov-Smirnov method, where data are considered normally distributed if the significance value > 0.05 (Siregar, 2022). A multicollinearity test was performed by checking the Tolerance value (> 0.10) and the VIF (< 10) (Ghozali, 2018). Multiple linear regression analysis was used to determine the influence of the independent variables on the dependent variable, with the following regression equation $Y = a + b_1X_1 + b_2X_2 + b_3X_3$. To assess the strength of the relationship between variables, the correlation coefficient was used (Siregar, 2022), and to evaluate the contribution of independent variables to the dependent variable, the coefficient of determination ($R^2$) was applied (Siregar, 2022). A simultaneous test (F-test) was employed to assess the joint effect of all independent variables on the dependent variable (Ghozali, 2018), while a partial test (t-test) was conducted to evaluate the effect of each independent variable individually on the dependent variable (Ghozali, 2018).

## 3. RESULTS AND DISCUSSION

### 3.1 Test Research Instruments

#### *3.1.1 Validity Test*

The results of the validity test for each variable can be seen in **Table 3.**

**Table 3. Validity Test Results**

| Variable | Indicators | r value | r table | Description |
|---|---|---|---|---|
| Product Quality (X1) | X1.1 | 0.461 | 0.195 | Valid |
| | X1.2 | 0.429 | | |
| | X1.3 | 0.592 | | |
| | X1.4 | 0.485 | | |
| | X1.5 | 0,568 | | |
| | X1.6 | 0.503 | | |
| | X1.7 | 0.654 | | |
| | X1.8 | 0.594 | | |
| | X1.9 | 0.426 | | |
| | X1.10 | 0.382 | | |
| | X1.11 | 0.455 | | |
| | X1.13 | 0.447 | | |
| | X1.14 | 0.490 | | |
| | X1.15 | 0.511 | | |
| | X1.16 | 0.447 | | |
| | X1.17 | 0.454 | | |
| | X1.18 | 0.454 | | |
| Location (X2) | X2.1 | 0.662 | 0.195 | Valid |
| | X2.2 | 0.704 | | |
| | X2.3 | 0.436 | | |
| | X2.4 | 0.456 | | |
| | X2.5 | 0.671 | | |
| | X2.6 | 0.689 | | |
| | X2.7 | 0.542 | | |
| | X2.8 | 0.337 | | |
| | X2.9 | 0.453 | | |
| Promotion (X3) | X3.1 | 0.467 | 0.195 | Valid |
| | X3.2 | 0.580 | | |
| | X3.3 | 0.445 | | |
| | X3.4 | 0.697 | | |
| | X3.5 | 0.569 | | |
| | X3.6 | 0.659 | | |
| | X3.7 | 0.538 | | |
| | X3.8 | 0.623 | | |
| | X3.9 | 0.526 | | |
| Consumer Decision (Y) | Y.1 | 0.429 | 0.195 | Valid |
| | Y.2 | 0.490 | | |
| | Y.3 | 0.345 | | |
| | Y.4 | 0.551 | | |
| | Y.5 | 0.570 | | |
| | Y.6 | 0.486 | | |

Source: Processed Data, 2025

Based on **Table 3**, it can be seen that all statements in each variable are valid, as the calculated r value is greater than the r table value.

### *3.1.2 Reliability Test*

The results of the reliability test of the Product Quality (X1), Location (X2), Promotion (X3), and Consumer Decision (Y) variables can be seen in **Table 4**.

**Table 4. Reliability Test Results**

| Variable | Cronbach's Alpha | Description |
|---|---|---|
| Product Quality (X1) | 0.801 | Reliable |
| Location (X2) | 0.713 | |
| Promotion (X3) | 0.713 | |
| Consumer Decision (Y) | 0.734 | |

Source: Processed Data, 2025

Based on **Table 4** shows that the Cronbach's alpha values for the variables Product Quality (X1), Location (X2), Promotion (X3), and Consumer Decision (Y) > 0.60. Thus, it can be concluded that the questionnaire is reliable.

## 3.2 Classic Assumption Test

### 3.2.1 Normality Test

The results of the normality test can be seen in **Table 5**.

**Table 5. Normality Test Results**

| Test | Value |
|---|---|
| N (Sample) | 101 |
| Test Statistic (Kolmogorov-Smirnov Z) | .735 |
| Asymp.Sig.(2-tailed) | .653 |

Source: Processed Data, 2025

Based on **Table 5** shows that the normality test indicates an Asymp. Sig. (2-tailed) value of 0.653 > 0.05. Based on this result, it can be conclude that the data used in this study is normally distributed.

### 3.2.2 Multicollinearity Test

The results of the multicollinearity test are showed in **Table 6**.

**Table 6. Multicollinearity Test Results**

| Variable | Tolerance | VIF |
|---|---|---|
| Product Quality | .734 | 1.362 |
| Location | .985 | 1.015 |
| Promotion | .738 | 1.356 |
| Dependent Variable: Consumer Decision | | |

Source: Processed Data, 2025

Based on **Table 6**, it can be concluded that there are no symptoms of multicollinearity in the Consumer Decision (Y) variable on the Product Quality (X1), Location (X2), and Promotion (X3) variables, because the values > 0.10 and the VIF value < 10.00.

## 3.3 Multiple Linear Regression Analysis

The results of the multiple linear regression analysis can be seen in **Table 7**.

**Table 7. Multiple Linear Regression Analysis Results**

| Research Variable | Coefficients | T Statistic | Significance Value |
|---|---|---|---|
| (Constant) | 4.366 | 1.475 | .143 |
| Product Quality | .116 | 3.446 | .001 |
| Location | .156 | 3.082 | .003 |
| Promotion | .171 | 2.925 | .004 |
| Dependent Variable: Consumer Decision | | | |

Source: Processed Data, 2025

Based on **Table 7**, the multiple linear regression equation can be formulated as follows:

**Y = 4.366 + 0.116 X1 + 0.156 X2 + 0.171 X3**

a. The value of a = 4.366 means that if the values of Product Quality (X1), Location (X2), and Promotion (X3) are zero (0), then the Consumer Decision (Y) value is 4.366.
b. The multiple regression coefficient for the Product Quality (X1) variable is 0.116, meaning that if the Product Quality (X1) variable increases by 1 (one) unit, the Consumer Decision (Y) value will increase by 0.116 units.
c. The multiple regression coefficient value for the Location (X2) variable is 0.156, meaning that if the Location (X2) variable increases by 1 (one) unit, the Consumer Decision (Y) value will increase by 0.156 units.
d. The multiple regression coefficient value of the Promotion variable (X3) is 0.171, meaning that if the Promotion variable (X3) increases by 1 (one) unit, the Consumer Decision (Y) value will increase by 0.171 units.

## 3.4 Correlation Coefficient Analysis (R)

The results of the correlation coefficient data analysis can be seen in **Table 8**.

**Table 8. Correlation Coefficient Test Results (R)**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .863[a] | .745 | .737 | 1.26459 |
| Predictors: (Constant), Promotion, Location, Product Quality | | | | |
| Dependent Variable: Consumer Decision | | | | |

Source: Processed Data, 2025

Based on **Table 8** show that the strength of the relationship between Product Quality (X1), Location (X2), and Promotion (X3) on Consumer Decision (Y), calculated using the correlation coefficient, is 0.863, meaning that there is a very strong relationship with a correlation value ranging from 0.80 to 1.000.

## 3.5 Analysis of the Coefficient of Determination $R^2$

Based on **Table 8**, it is seen that the coefficient of determination or R Square value is 0.745 or equal to 74.5%. This means that the influence of Product Quality (X1), Location (X2), and Promotion (X3) on Consumer Decision (Y) is 74.5%, and the remaining 25.5% is influenced by other variables outside the scope of this study.

## 3.6 Simultaneous Test (F Test)

The results of the simultaneous test (F test) in this study can be seen in **Table 9.**

**Table 9. Simultaneous Test Results (F Test)**

| Model | Sum of Squares | Mean Square | F | Significance |
|---|---|---|---|---|
| Regression | 127.901 | 42.634 | 18.740 | .000[a] |
| Residual | 220.674 | 2.275 | | |
| Dependent Variable: Consumer Decision<br>Predictors: (Constant), Promotion, Location, Product Quality | | | | |

Source: Processed Data, 2025

Based on **Table 9**, it is seen that the significance value for the simultaneous effect of Product Quality (X1), Location (X2), and Promotion (X3) on Y is 0.000 < 0.05, so it can be concluded that the independent variables simultaneously influence the dependent variable.

## 3.7 Partial Test (t Test)

The results of the partial test data analysis (t-test) can be seen in **Table 10.**

**Table 10. Partial Test Results (t Test)**

| Research Variable | Coefficients | t Statistic | Significance Value |
|---|---|---|---|
| (Constant) | 4.366 | 1.475 | .143 |
| Product Quality | .116 | 3.446 | .001 |
| Location | .156 | 3.082 | .003 |
| Promotion | .171 | 2.925 | .004 |
| Dependent Variable: Consumer Decision | | | |

Source: Processed Data, 2025

Based on the partial test formula, the t-table value is obtained as follows:

a. First hypothesis test
   The significance level for the Product Quality (X1) variable on Consumer Decision (Y) is 0.001 < 0.05, so Ha is accepted and H0 is rejected. Therefore, it can be concluded that the Product Quality (X1) variable has a significant partial influence on Consumer Decision (Y).
b. Second hypothesis test
   The significance level for the Location variable (X2) on Consumer Decision (Y) is 0.003 < 0.05, so the alternative hypothesis Ha is accepted and the null hypothesis H0 is rejected. Therefore, it can be concluded that the Location variable (X2) has a significant partial influence on Consumer Decision (Y).
c. Third hypothesis test
   The significance level for the Promotion variable (X3) on Consumer Decision (Y) is 0.004 < 0.05, so the alternative hypothesis Ha is accepted and the null hypothesis H0 is rejected. Therefore, it can be concluded that the Promotion variable (X3) has a significant partial influence on Consumer Decision (Y).

# DISCUSSION

## The Influence of Product Quality on Consumer Decision

The results indicate that the Product Quality variable has a significant partial influence on consumer decision making in purchasing Type 36 houses at PT Maulana Wamahyaya Sejahtera, with a significance value of 0.001 < 0.05. This finding confirms that consumers place substantial importance on the physical and functional attributes of the houses offered, such as durability, design, materials used, and construction quality, when making purchase decisions. These results are consistent with previous research. Ci and Raymond (2021) found that product quality and promotion had a significant positive effect on purchasing decisions. Similarly, Syarif, Zaky, and Wahyudin (2022) emphasized that product quality, along with promotion and design, influences consumer decisions significantly. Lizzakiyah and Kencana (2025) also concluded that superior product quality positively affects buyer decisions in residential property purchases. Furthermore, Kumala and Anwar (2020) underscored the importance of price and product quality in influencing purchasing behavior. The alignment of these findings across multiple studies reinforces the argument that product quality is a core determinant of

consumer trust and perceived value, especially in high-involvement purchases like housing. Quality acts not only as a driver of satisfaction but also as a risk mitigator in the decision-making process.

### The Influence of Location on Consumer Decision

The Location variable also shows a significant and positive effect on consumer decision making, with a significance value of 0.003 < 0.05. This result indicates that consumers consider location-related aspects such as access to public services, proximity to workplaces, and environmental conditions as critical in the decision-making process. These findings are consistent with those of Lestari and Hasibuan (2021), who highlighted that both location and product quality significantly affect home purchase decisions. Dewa (2024) similarly confirmed that price, location, and product quality jointly influence consumer decisions regarding subsidized housing. In addition, Senggetang, Mandey, and Moniharapon (2019) found that location, promotion, and price perception contribute to consumer choices in the real estate sector. Wijayanti and Srihandayani (2015) further demonstrated that location, in conjunction with price, product quality, and promotion, significantly impacts purchasing behavior. Location plays a pivotal role in residential investment decisions. A well-situated property offers tangible benefits such as ease of mobility and access to infrastructure, as well as intangible value like environmental comfort and neighborhood security factors that often shape the overall appeal and long-term satisfaction of homeowners.

### The Influence of Promotion on Consumer Decision

The Promotion variable exhibits a significant partial influence on consumer decisions, with a significance level of 0.004 < 0.05. This finding affirms that effective promotional strategies such as discounts, easy financing schemes, and time limited offers are instrumental in capturing consumer attention and driving purchase decisions. Fauziah, Safitri, and Destiyawan (2021) demonstrated that promotion positively influences decisions related to housing credit purchases. Similarly, Sembiring and Sunargo (2022) found that price, promotion, and location significantly impact consumer decisions in the subsidized housing market. Ardila and Maulana (2023) reported that promotional efforts, along with location, contribute meaningfully to purchase intentions for residential properties. Haryani (2019) also concluded that advertising and sales promotions have a significant effect on housing purchase decisions. Promotional activities not only serve as informative tools but also act as persuasive instruments that reduce uncertainty and accelerate consumer action. In the real estate sector, where transactions involve considerable financial commitment, well-targeted promotions can play a decisive role in influencing consumer confidence and urgency.

## 4. CONCLUSION

Based on the analysis results obtained in this study, it can be concluded that product quality, location, and promotion have a positive and significant influence on the purchase decision of Type 36 houses at PT Maulana Wamahyaya Sejahtera, both partially and simultaneously, with a coefficient of determination value of 74.5%. These findings indicate that good building quality, strategic location, and effective promotional strategies are key determinants influencing consumers' decisions to purchase homes. Therefore, the company is advised to maintain construction quality and finishing, select locations near community activity centers, and optimize promotional efforts through social media and word-of-mouth from previous buyers to broaden market reach. Future research is recommended to include other variables such as price, supporting facilities, or post-purchase satisfaction, and to adopt a longitudinal approach to measure the long-term impact of these factors on consumer loyalty and repeat purchase decisions.

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